

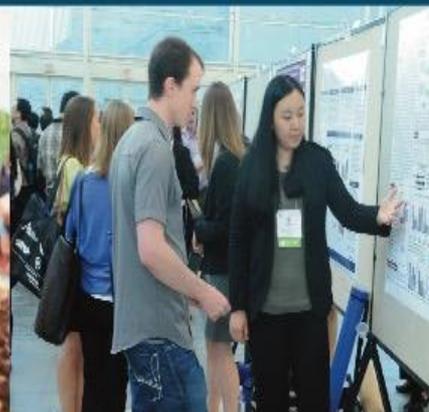
ANNOUNCING

# NUTRITION 2018

Where the **Best** in Science & Health **Meet**

JUNE 9-12, 2018 | HYNES CONVENTION CENTER, BOSTON, MA

 American Society for Nutrition  
Excellence in Nutrition Research and Practice  
[www.nutrition.org](http://www.nutrition.org)



# 2018 Farm Bill Advocacy Day

Tuesday April 24<sup>th</sup>, 2018

Washington, D.C.

10:00 am – 3:00 pm

Join us to advocate for nutrition education and nutrition research in the 2018 Farm Bill!

The American Society for Nutrition  
Laurie M. Tisch Center for Food Education & Policy  
Teachers College Columbia University  
The Food Trust  
The Academy of Nutrition and Dietetics  
The Society for Nutrition Education and Behavior



Email [sohlhorst@nutrition.org](mailto:sohlhorst@nutrition.org) for more info!

# ASN 2018 Farm Bill Priorities

Fully funding nutrition research will improve the health of Americans and reduce long-term health care costs.

- **Fully authorize USDA's National Institute of Food and Agriculture (NIFA) Agriculture & Food Research Initiative (AFRI)**

Ensures U.S. food, nutrition, and agricultural research:

- Keeps pace in the 21st century
- Remains competitive in a global economy
- Provides training to the next generation of scientists

- **Maintain support for all USDA Agricultural Research Service (ARS) Human Nutrition Research Centers**

- Informs USDA policies and programs
- Provides resources for other federal agencies
- Requires funding for Pregnancy and Birth to 24 Months nutrition guidance project

- **Provide consistent USDA funding authorization to support nutrition and health monitoring**

- Ensures the critical surveillance of the nation's nutritional status and continuation
- Essential for science-based dietary recommendations

- **Provide effective and efficient nutrition assistance & education programs**

- Supplemental Nutrition Assistance Program Nutrition Education and Obesity Prevention Grant Program (SNAP-Ed)
- Expanded Food and Nutrition Education Program (EFNEP)

**AFRI**  
\$700 million

**ARS**  
\$1.286 billion



# **The Farm Bill and Beyond: *Advocating for Nutrition and Research***

**April 10, 2018**



# A Few Reminders

## CPE Credit

- ASN designates this educational activity for a maximum of 1 CPEUs. Dietitians and Dietetic Technicians, Registered should only claim credit commensurate with the extent of their participation in the activity.
- To claim credit, please take the post webinar evaluation to be emailed after the webinar.

**This webinar is being recorded.  
Please mute your phone and/or computer microphone.**

# Questions & Answers

- Please use the “questions” box on your “Go To Meetings” screen to submit questions to our presenters.
- Please submit your questions at any time during today’s webinar.

# Faculty



## **Cathie Woteki, PhD**

- Elements of the 2018 Farm Bill: How it Impacts Nutrition-Related Work



## **Tamara Fucile, MBA**

- Legislative Outlook for the 2018 Farm Bill



## **Jerold Mande, MPH**

- Nutrition Research Advocacy: University Perspective



## **Lauren Au, PhD, RD**

- Nutrition Research Advocacy: Capitol Hill Perspective

# Learning Objectives

At the end of this program, attendees will be able to:

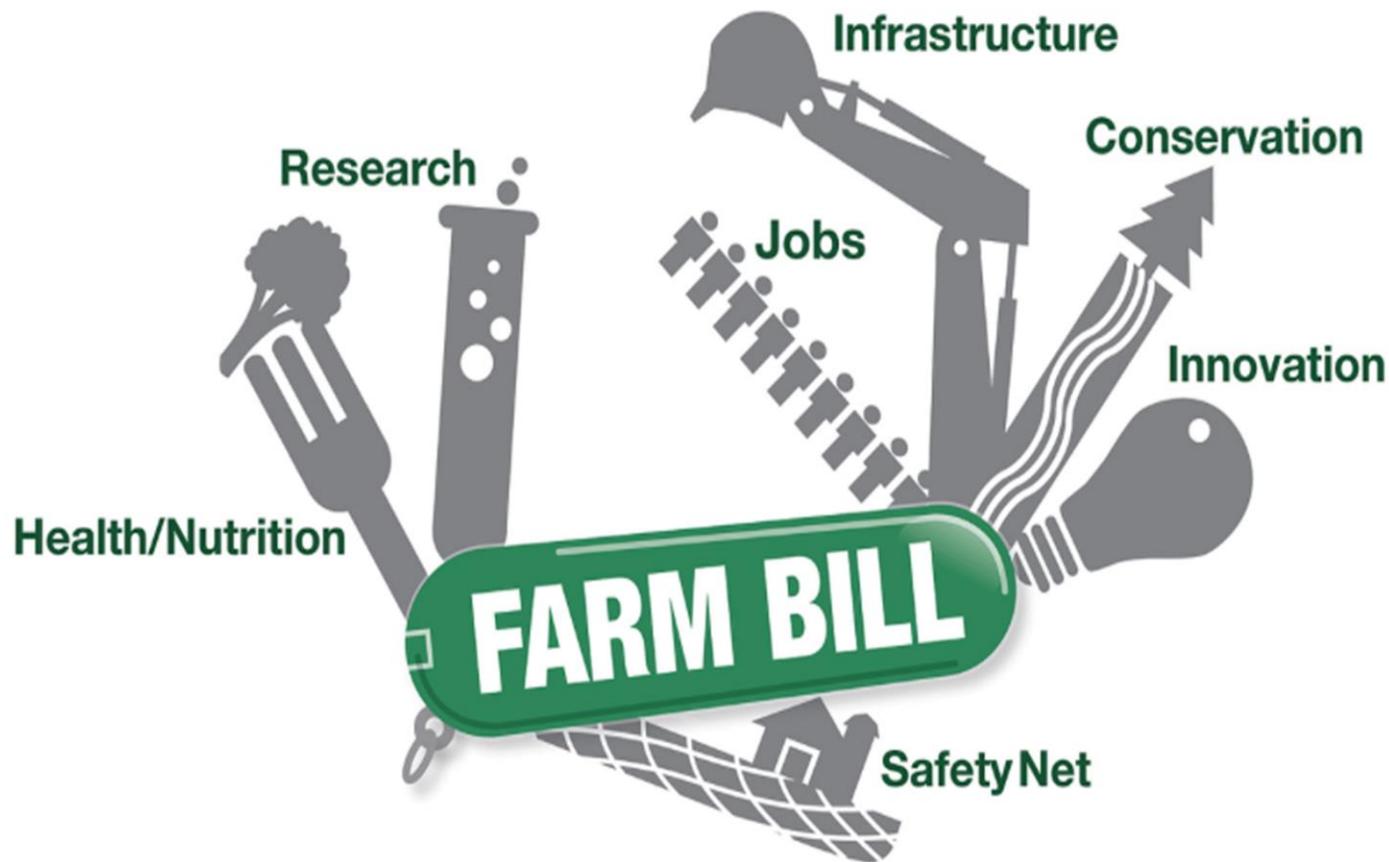
- Describe elements of the 2018 Farm Bill that impact nutrition-related work
- Explain the legislative outlook of the 2018 Farm Bill
- Describe nutrition research advocacy from both a University and Capitol Hill perspective

# **Elements of the 2018 Farm Bill: How It Impacts Nutrition-Related Work**

**Catherine E. Woteki, PhD  
Professor, Iowa State University  
Visiting Scholar, Virginia Tech's Biocomplexity  
Institute**

# Faculty Disclosure

<b>Financial Relationship (prior 12 months)</b>	<b>Commercial Interest</b>
Grant/Research Support	
Scientific Advisory Board/ Consultant/Board of Directors	President, Charles Valentine Riley Memorial Foundation  Member, Committee on Earth and Life Sciences, NASEM  Board Member, International Open Data Charter  Consultant, Global Open Data for Agriculture and Nutrition
Speakers Bureau	
Stock Shareholder	
Employee	
Other	



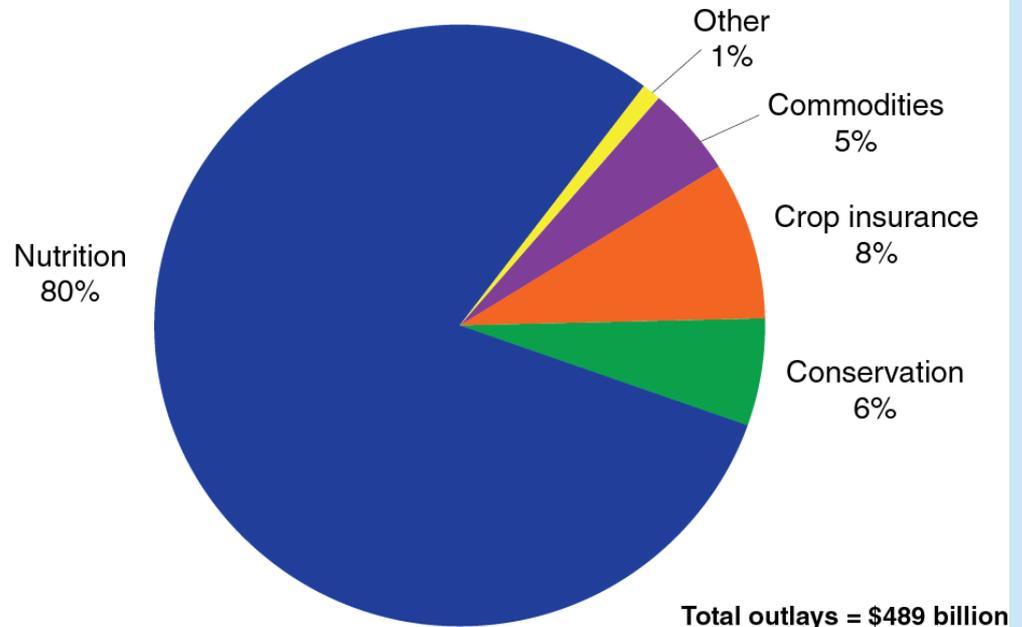
**“It’s like a Swiss Army knife.”**

*- President Obama 2/7/14*

# Farm Bill Impacts

- **Social safety net**
  - Food Assistance Programs/SNAP
- **Sustainability**
  - Conservation programs
- **Farmers livelihoods and cropping decisions**
  - Crop insurance
  - Commodity programs
- **Research**
  - NIFA capacity and competitive grants
  - Foundation for Food and Agriculture Research
- **Education**
  - Cooperative Extension
  - SNAP education

Projected outlays under the 2014 Farm Act, 2014-2018



Source: USDA Economic Research Service using data from Congressional Budget Office, Cost Estimates for the Agricultural Act of 2014, Jan 2014.

# Title IV: Nutrition

- **SNAP**, Supplemental Nutrition Assistance Program
- **TEFAP**, The Emergency Food Assistance Program
- **FDPIR**, Food Distribution Program on Indian Reservations
- **CSFP**, Commodity Supplemental Food Program

# Title VII: Research and Extension

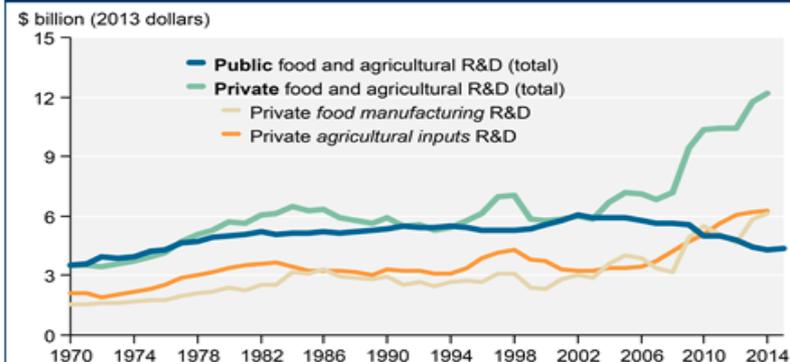
- Foundation for Food and Agriculture Research
- NIFA programs
  - AFRI, Agriculture and Food Research Initiative competitive grants
  - Capacity grants (Cooperative Extension and Hatch Act research)
  - Mandatory programs
    - Specialty Crop Research Initiative
    - Beginning Farmer and Rancher Development Program
    - Organic Research and Extension Initiative
    - Community Food Projects
  - 1994 and 1890 institutions
  - Administrative provisions
    - Centers of Excellence
    - Matching Requirements
    - Commodity Boards

# Farm Bill authorizes spending for research

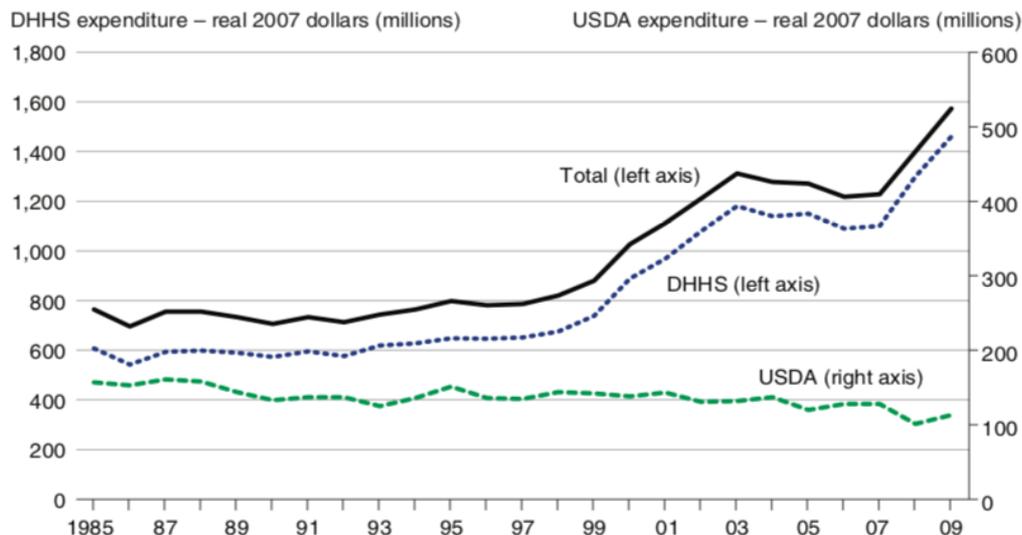
- Publicly funded agriculture research has declined in recent years (Federal+State)
- USDA funding for human nutrition research has also declined

Appropriators may not fully fund

Food and agricultural research and development (R&D) funding, real (inflation-adjusted) dollars, 1970-2015



Note: Private agricultural research funding data are through 2014; public agricultural research funding is available through 2015.  
 Source: USDA, Economic Research Service (ERS) using data from National Science Foundation, USDA's Current Research Information System, and various private sector data sources. Data are adjusted for inflation using an index for agricultural research spending developed by ERS.



Source: USDA, Economic Research Service based on Human Nutrition Research Information Management data and the Biomedical Research and Development Price Index.

# Administration Principles for Title IV

- Harness America's agricultural abundance to support nutrition assistance for those truly in need.
- Support work as the pathway to self-sufficiency, well-being, and economic mobility for individuals and families receiving supplemental nutrition assistance.
- Strengthen the integrity and efficiency of food and nutrition programs to better serve our participants and protect American taxpayers by reducing waste, fraud and abuse through shared data, innovation, and technology modernization.
- Encourage state and local innovations in training, case management, and program design that promote self-sufficiency and achieve long-term, stability in employment.
- Assure the scientific integrity of the Dietary Guidelines for Americans process through greater transparency and reliance on the most robust body of scientific evidence.
- Support nutrition policies and programs that are science based and data driven with clear and measurable outcomes for policies and programs.

# Administration Principles for Title VII

- Commit to a public research agenda that places the United States at the forefront of food and agriculture scientific development.
- Develop an impact evaluation approach, including the use of industry panels, to align research priorities to invest in high priority innovation, technology, and education networks.
- Empower public-private partnerships to leverage federal dollars, increase capacity, and investments in infrastructure for modern food and agricultural science.
- Prioritize investments in education, training and the development of human capital to ensure a workforce capable of meeting the growing demands of food and agriculture science.
- Develop and apply integrated advancement in technology needed to feed a growing and hungry world.

# AgForward Coalition

## (ASN+>60 scientific organizations)

- Pursue a doubling in USDA food and agricultural research funding
- Renew and make permanent USDA competitive grant programs currently receiving direct mandatory farm bill funding, such as specialty crop and organic research and Extension
- Establish a Strategic Investment Fund (SIF) under the direction of the USDA Office of the Chief Scientist to improve collaboration in addressing emerging opportunities, urgent threats, and/or research requiring greater interdisciplinary approaches across multiple agencies

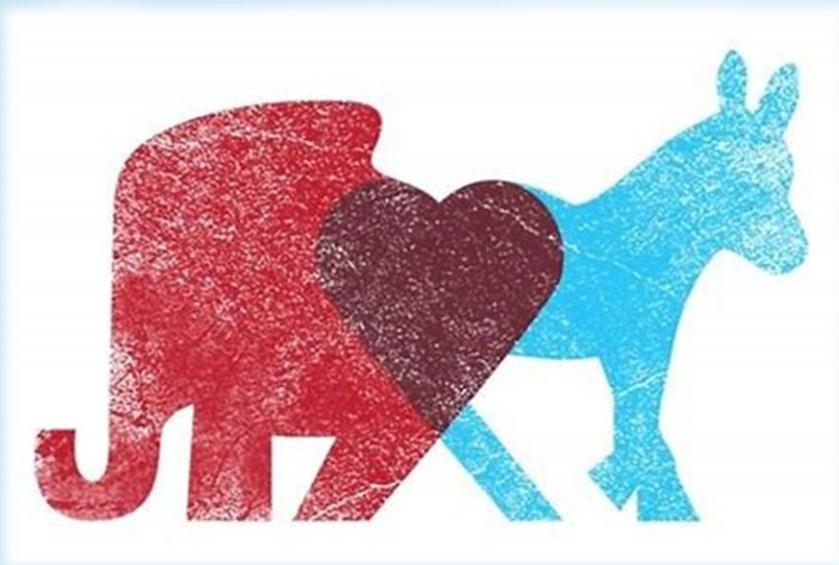
# 2018 Farm Bill Congressional Outlook



**Tamara Fucile**  
**Center on Budget and**  
**Policy Priorities**  
[tfucile@cbpp.org](mailto:tfucile@cbpp.org)

**No conflicts to disclose.**

# The Farm Bill



- Primary Agricultural and Food Policy Tool of the US Federal Government
- Reauthorized every 5 years
- 2014 Farm Bill expires September 30, 2018
  - Omnibus included dairy and cotton “fixes” relieving some of the timeline pressure
- Strong bipartisan tradition – can that hold in 2018 climate?

# What Can We Expect?

- At this point, we really don't know...
  - No text has been made public yet. So, we are reading the tea leaves of press reports, public statements and hearing remarks.
  - **Trump budget** offered one vision – proposing \$213 billion in SNAP cuts over 10 years and the creation of a government purchased “food box” program.



# House Bill - Politics

- Politically charged environment
  - Nutrition text has not been shared, even among Committee members
- Chairman Conaway appears poised to move forward with partisan committee markup in April
- House passage remains a question – how can Speaker Ryan get to 218?

# House Bill - Substance

Nutrition details are beginning to leak, indicating the bill would include fundamental changes & cuts to SNAP:

- *Impose Additional Work Requirements* – would take away food assistance from those who can't meet expanded requirements, including elderly and some parents
- *Eliminate Broad based Categorical Eligibility* – would reinstate a benefit cliff causing working families to lose benefits as their incomes rise
- *Sever linkage between LIHEAP and SNAP* – often referred to as “Heat & Eat”, which makes it easier for recipients of both programs to document eligibility
- *Gut Nutrition Education Block Grant*

# Senate Bill – Politics and Substance

- Operating on a slower time frame; considerably less is known about bill substance, including nutrition title
- Agriculture Committee Chairman Roberts has committed to upholding bipartisan tradition – by indicating he wants a bill that could garner “over 70 votes in the Senate”
- Has promised Committee Action by “late spring”, with possible floor activity in early summer

# Legislative Dates (all subject to change!)

Apr-May

- House Farm bill released mid April; followed closely by House Agriculture Committee markup
- May – possible Senate Farm bill release and Committee action
- House Floor Action???

Jun-July

- House Floor Action???
- Possible Farm Bill consideration on Senate Floor
- July - likely last opportunity for serious legislating before November elections

Sept-Dec

- September 30<sup>th</sup> – current Farm Bill expires
- Long recess in advance of elections
- Possible conferencing activity??
- Lame duck session – action dependent on election outcomes

# Farm Bill Advocacy

## A University Perspective

Jerold Mande, Professor of the Practice



Gerald J. and Dorothy R.  
Friedman School of  
Nutrition Science and Policy

# Can Universities Participate in Advocacy?

**Yes!**

**Advocacy is the process by which citizens make their needs known to members of Congress, and there are no limits on how much advocacy Universities can do.**

**However...**

**Advocacy is different from lobbying, and Universities are limited in how much lobbying they can do and still retain their tax exempt 501(c)3 status.**

# Advocacy vs. Lobbying

- **Advocacy** describes a broad set of strategies that seek to bring about broad social change.
  - Educating lawmakers and elected officials about a given issue is **not lobbying**,
  - If you talk to your legislators about the importance of financial aid, you're **not lobbying**.
  - If you talk about the work your organization does, you're **not lobbying**.
- **Lobbying** is merely a tool in the advocacy toolbox – attempts to influence **specific** bills or amendments through direct or grassroots communication with legislators or their staff.

# THE DO's

## (activities not considered lobbying)

- **SELF-DEFENSE:** Communication on any legislation that would affect a university's existence, powers and duties, tax-exempt status, or deductibility of contributions.
- **TECHNICAL ADVICE:** Providing technical advice to a governmental body in response to a written communication.
- **NON-PARTISAN ANALYSIS:** Studying community problems and their potential solutions is considered non-partisan if it is “an independent and objective exposition of a particular subject matter...(which) may advocate a particular position or viewpoint so long as there is a sufficiently full and fair exposition of pertinent facts to enable the public or an individual to form an independent opinion or conclusion”
- **EXAMINATIONS & DISCUSSIONS:** Of broad social, economic, and similar problems. Communication with the organization's own members with respect to legislation which is of direct interest to them, so long as the discussion does not address the merits of a specific legislative proposal and or call for action.
- **REGULATORY & ADMINISTRATIVE ISSUES:** Communication with the governmental officials or employees on non-legislative (i.e. administrative) matters e.g. rulemaking.

# THE DON'TS

- Nonprofits may not engage in partisan political activities, such as:
  - **SUPPORTING OR OPPOSING SPECIFIC LEGISLATION**
  - **ENDORISING OR OPPOSING A CANDIDATE**
  - **MOBILIZING SUPPORTORS TO ELECT OR DEFEAT A CANDIDATE**
  - **ALIGN WITH OR CONTRIBUTE TO POLITICAL PARTIES**

# **Speaking as an individual vs. Speaking on behalf of your university**

\*Inform your university's federal relations office that you are engaging with federal policymakers. They can provide essential background and context on the university's engagement and positions

# Can a nonprofit university engage in some level of lobbying while also retaining 501(c)3 tax exempt status?

- All universities may “freely engage” in legislative lobbying as long as that activity amounts to only an “**insubstantial**” amount of the university’s activities.
- How much is “**insubstantial**”?
  - 5% of an organization’s “time and effort”
- Alternatively, taking the **501(h) election** allows nonprofits to elect to be measured by the objective “expenditure test” rather than the 5% insubstantial part test.
  - 20% of the exempt purpose expenditures

# Assessing your influence with Congress

- Who are your members of Congress? On which committees do they sit?
- What kind of institution do you work for? Large state university? Small independent college?
- What groups do you belong to (i.e. membership organizations)? Are they effective?
- What other natural connections do you have?

STRATEGIC PLAN 2016

# Trusted Science Future Leaders Real World Impact

FROM CELL TO SOCIETY



## PUBLIC IMPACT INITIATIVE

Institutionalizing  
Advocacy, Policy  
Change, and Public  
Impact

We need to transform our academic institution to create formal systems, staff, and structures for bridging the gap between trusted science and practical, real-world applications.



BIPARTISAN POLICY CENTER

## **Leading with Nutrition: Leveraging Federal Programs for Better Health**

*Recommendations from the BPC SNAP Task Force*

<http://www.bipartisanpolicy.org/SNAP>

**Bill Frist**, former Senate majority Leader

**Dan Glickman**, former secretary of agriculture

**Ann M. Veneman**, former secretary of agriculture



BIPARTISAN POLICY CENTER

## Leading with Nutrition: Leveraging Federal Programs for Better Health

*Recommendations from the BPC SNAP Task Force*

*The Supplemental Nutrition Assistance Program (SNAP) provides food assistance to more than*

  
**40 MILLION**  
**AMERICANS**  




*costing approximately*

**\$70 BILLION**  
EACH YEAR

### Key Recommendations

1. Prioritize nutrition in SNAP
2. Strengthen SNAP Education
3. Align SNAP and Medicaid
4. Coordinate federal and state agencies and programs

## Bipartisan Policy Center's SNAP report informs national dialogue on ways to strengthen program, says American Heart Association

March 12, 2018 | Categories: Advocacy News

WASHINGTON, D.C., Mar. 12, 2018 — American Heart Association CEO Nancy Brown issued the following statement today on “Leading with Nutrition: Leveraging Federal Programs for Better Health,” a new [report](#) from the Bipartisan Policy Center (BPC) which lays out strategies for improving the Supplemental Nutrition Assistance Program (SNAP):

EDITOR'S PICK TOP STORY

## Bipartisan study calls for end of sugary drinks from SNAP

By Larry Dreiling | Mar 24, 2018 | 1

## United Fresh praises BPC SNAP report as FRAC, FMI criticize it

-The Hagstrom Report  
March 13, 2018

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# Nutrition Research Advocacy: Capitol Hill Perspective

Lauren Au, PhD, RD  
Assistant Researcher  
University of California  
Nutrition Policy Institute

April 10, 2018



# Faculty Disclosure

**No conflicts to disclose.**



## U.S. Senator Kirsten Gillibrand

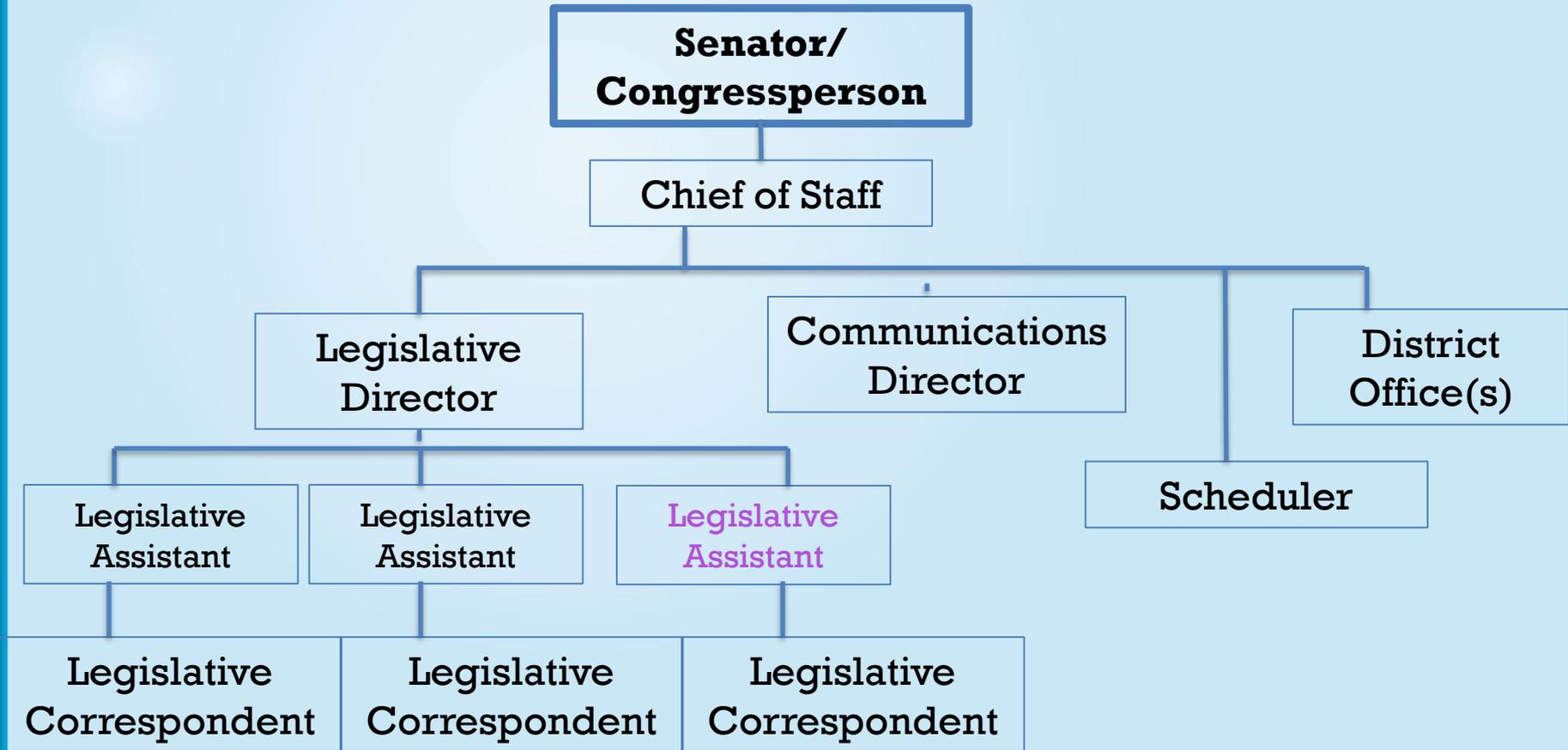
- NY Democrat
- Senate Agriculture, Nutrition & Forestry Committee



# Nutrition researchers are in the relationship business

- With our participants, our students, our colleagues
- In building relationships with our legislators and legislative staff take what you know from your profession
  - Strong relationships take time
  - Don't always be the one to ask . . . . What can you offer?

# Who's Who on Capitol Hill?

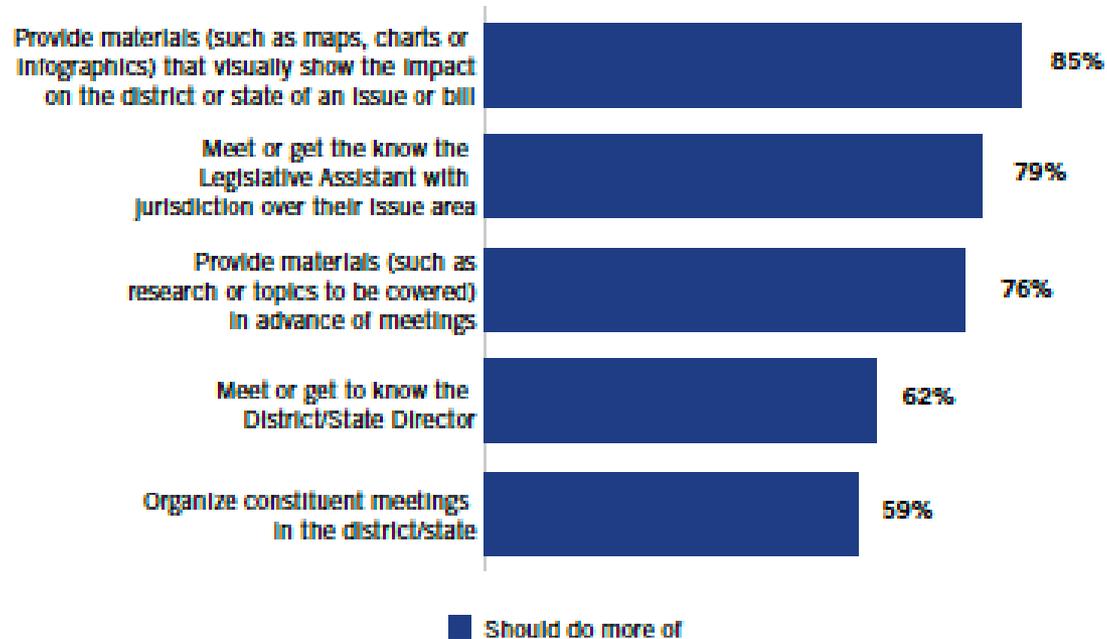


## How influential are constituents?

- Direct constituent interactions have more influence on lawmakers' decisions than other advocacy strategies.
- Congress places a high value on groups and citizens who have built relationships with the legislator and staff.
- Citizen advocates are more influential and contribute to better public policy when they provide personalized and local information to Congress.
- Citizens have significant potential to enhance their advocacy skills and influence Congress.

**FIGURE 3.**

**In thinking about constituents and the groups that represent them (e.g., associations, nonprofits, companies), what should they do more or less of to build better relationships with your office and your Member/Senator?**



(n = 190-192)

Source: Congressional Management Foundation 2015 survey of congressional staff, including Chiefs of Staff, Communications Directors, Legislative Directors, and Legislative Assistants.

# Tips for productive Capitol Hill meetings

- 3 P's: punctual, patient, prepared!
- Be **flexible** – time may change
- Allow enough time in between meetings
- Not uncommon for members or staffers to be late, to be interrupted

# What Does a Meeting Look Like?

1. Greet receptionist. Have business cards ready.
2. Location: conference room, hallway, cafeteria, or café
3. Meeting components:
  - Brief introductions on who you are & where you are from
  - Overview of bills/reason for visit
  - **Impact to district or state & reasons to support**
  - **Personal story**
  - Thank you & follow-up

# What Happens After You Leave?

## Potential Scenarios:

1. Immediately prepares memo on issue
2. Asks Legislative Correspondent to prepare memo
3. Goes to next 5 meetings and forgets about you!
4. Waits until YOU follow-up

# Follow-up!

- Send thank you email next day
  - Outlines the different points covered during the meeting
  - Send along any additional information and materials requested
- Follow-up in couple weeks on issue

# Action Items

- ASN, AND, SNEB, and Food Trust are hosting an Advocacy Day on **Tuesday, April 24<sup>th</sup> in Washington, D.C.**
  - [Register today to join](#)
  - [Register for the webinar](#) on **Friday, April 13<sup>th</sup> at 2pm ET**
- Participate in Action Alerts on [EatRightPro](#)
- Monthly Farm Bill updates?  
Email: [nburda@eatright.org](mailto:nburda@eatright.org)



The screenshot shows a web interface with a navigation bar at the top containing "LEGISLATIVE ALERTS 1" and "MY LEGISLATORS". Below this is a sub-header "FEDERAL 1". The main content area is titled "Legislative Alerts" and features a card with a small image, the title "Support nutrition education programs, nutrition assistance programs and nutrition research in the farm bill", and a truncated text snippet: "Congress is currently working on the 2018 farm bill, which is the primary legislation that authorizes many of our nat...". A red circle highlights the "Take Action!" button, which includes an envelope icon.

# Summary

- Constituents have more influence than lobbyists
- Participate in meetings in the district (including town halls)
- Develop relationships with the legislative staff
- Your story and information about impact in the district or state is important to the legislator
- Be sure to follow-up

# Any Questions?



Check out ASN's 2018 Farm Bill Priorities online at [nutrition.org/public-affairs/asn-advocacy/](http://nutrition.org/public-affairs/asn-advocacy/)

***Thank you for joining us!***

**Visit [www.nutrition.org](http://www.nutrition.org) for:**

**Recordings of this and prior webinars**

**Post-webinar survey**

**Participation certificate**

**Details on future programs**

Contact Sarah Ohlhorst ([sohlhorst@nutrition.org](mailto:sohlhorst@nutrition.org); 240-428-3647) with any ASN advocacy questions!

# Membership Benefits

Are you dedicated to research and the application of nutrition science to improve public health and quality of life?

## Journal Access

- ✓ **Free** online access to *The American Journal of Clinical Nutrition* (AJCN), *The Journal of Nutrition*, *Current Developments in Nutrition* and *Advances in Nutrition* - **#1 and #3 ranked scholarly pubs in nutrition/dietetics**

## Network and Get Ahead in Your Career

- ✓ 20 ASN communities focused around:
  - Research interests
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ASN members include researchers, medical practitioners, allied health professionals, international scientists and clinicians, postdoctoral/young professionals, students, and industry



**You belong in ASN!**