



## 2016 National Anti-Hunger Policy Conference Conference Agenda by Workshop Tracks

February 28- March 1, 2016 • Washington, DC

### Access/Cross-Cutting

#### **Strategic Partnerships to Address Hunger among Older Americans**

Promoting food security and health for older Americans matters. Older Americans are a growing segment of the population. Many are at low-incomes, with little or no savings, and are struggling to afford food, heat, and medicine. This interactive session will feature roundtables highlighting strategic partnerships to address hunger among older Americans, such as those with advocates and emergency food supports, senior organizations, the healthcare sector, food retailers, people with disabilities, and researchers. Attendees will be able to visit three tables for 20 minutes each for moderated peer-to-peer learning and discussion.

Uche Akobundu, *Meals on Wheels America*  
Maggie Biscarr, *AARP Foundation*

### Advocacy

#### **Next Level Advocacy- First-hand Accounts From Emerging Advocacy Leaders**

How do you go from a good advocate to a great advocate? What does it take to become a professional-level advocate? In 2015, Feeding America partnered with the Congressional Management Foundation (CMF) to launch an intensive, evidenced-based advocacy training program that draws on CMF's extensive research with congressional staff about effective citizen engagement strategies. Come join us to hear first-hand from participants of the first cohort of the Advocacy Academy—what did they learn? How did they overcome internal and external barriers to engaging their legislators? What are tricks and tools you can use that will actually influence Hill staff?

Bradford Fitch, *Congressional Management Foundation*  
Becky Lare, *Food Bank of Central NY*

#### **The 2016 Elections: What's a Busy Non-Profit to Do?**

The 2016 elections provide an important opportunity to make hunger a higher political priority through permissible 501(c)(3) activities like candidate and voter education. Find out how nonprofits can cut through the noise to increase awareness and mobilize stakeholders to make hunger a key issue during elections at the local, state and national level. Also explore opportunities to support the registration of disenfranchised, low-income voters in two ways—conducting voter registration at your organization or pushing for nonpartisan National Voter Registration Act (NVRA) compliance at SNAP/food stamp and WIC agencies. With guidance from Vote to End Hunger, Project Vote, and state anti-hunger groups, you'll walk away with doable actions even if you have very limited time to devote.

Lisa Hamler-Fugitt, *Ohio Association of Food Banks*  
Alex Ashbrook, Moderator, *Food Research and Action Center*

### **Child Nutrition Reauthorization: We've Come a Long Way- But There's Still More Work to Be Done!**

Join us to learn about the latest state of play with Child Nutrition Reauthorization efforts in the House and Senate, key policy priorities for the legislation, and important messages for you to take to Capitol Hill and back home to help ensure a strong reauthorization bill that invests in children, protects the gains made in previous reauthorizations, and includes critical program improvements and expansions that have been top advocacy priorities for us all.

Lisa Davis, Moderator, *Feeding America*  
Ellen Teller, Moderator, *Food Research and Action Center*

### **Ending Hunger In America- Lessons Learned from Other Social Justice Movements**

Every political movement in American history that has fought for social or economic change has one thing in common...its deep involvement and leadership of the people most affected by the policies that need changing. With hunger affecting nearly 50 million Americans, the faces and voices of Americans suffering from hunger are diverse and wide. In this session we will hear from those inside and outside the anti-hunger community that innovated have created tactics and techniques to empower, involve and grow leaders out of the communities most affected by policies and programs they are were fighting to change.

Robb Friedlander, Moderator, *Feeding America*  
Salvador Cervantes, *Center for Community Change*

### **It's Not all Bad! How Effective Cross-sector Coalitions Can Deliver State Legislative Victories**

It seems like too often we are always playing defense, but it's important to remember that there have been several important legislative victories recently. For example, in Texas, Illinois, and California, anti-hunger groups worked with broad coalitions to actually strengthen SNAP and other key programs. Join us to find out how they did it and how these strategies can be applied across the nutrition programs!

JC Dwyer, Moderator, *Feeding Texas*  
Andrew Cheyne, *California Association of Food Banks*

### **Perfecting the Tools of the Trade- Making the Most of Your Lobby Day Visits**

Have you ever walked into a visit with your state or federal elected official - know exactly what you want to say – but you failed to nail it? Let seasoned advocates run through a variety of potential scenarios and role plays – including instant replays – in order to perfect your performance. Role play analysis will be conducted by workshop attendees and Capitol Hill staff – facilitated by FRAC and Feeding America lobbyists.

Tyson Redpath, *The Russell Group*  
Matt Weiner, *U.S. House of Representatives*

### **Feeding America Executive Directors Only - Increasing Your Impact through Effective Board Engagement on Advocacy**

Open to Feeding America Executive Director's, CEO's, Board Members, and Senior Staff: Public policy has a significant impact on the extent of hunger and resources available to low-income people and the charities that serve them. As community leaders, local board members are uniquely positioned to educate elected officials, influence public opinion, build community support and ultimately ensure strong national, state and local public policies. Yet many nonprofit leaders hesitate to engage their board members in advocacy or face boards that worry that advocacy equates to partisanship or mission creep. Join us for an interactive

discussion around why board engagement on advocacy is essential to mission impact and how food bank leaders and local board members can work together to create a culture of advocacy.

Diana Aviv, Moderator, *Feeding America*  
Andy Souza, *Community Food Bank, Fresno, CA*

### **What's In a Story- an Interactive Story Telling Training**

Each of us has a story that can move others to action. We all have people in our lives (parents, grandparents, teachers, friends, and neighbors), whose stories influence our own values. And we all have made choices in response to our own challenges that shape our life's path— confrontations with pain, moments of hope, calls to action. As anti-hunger advocates, telling your story and the story of those struggling with hunger is imperative. But how does one tell their story? Is there a structure or formula? In this session we will craft our own stories following innovative models that move hearts and minds and move listeners to act. In addition, you will gain practice in listening, and coaching others to tell a good story.

Maxine Thomas, *RESULTS*  
Qiana Torregano, *RESULTS*

### **Cultivating Dialogue and Relationships Online: Online Advocacy In More Than 140 Characters**

So you know how to write a Facebook Post. You've Retweeted and Hash-tagged. You've even Instagrammed, emailed and petitioned. You're ready take your online advocacy program to the next level..beyond simple online actions. You've heard that its possible to not just simply email your member of congress but to grow a movement of dedicated online advocates that advance your legislative agenda online to the public and to your elected officials. In this session we will hear from online organizing experts inside and outside the anti-hunger movement to hear how you can take your online advocacy program to the next level and move beyond 140 characters.

Sarah Cicuto, Moderator, *Feeding America*  
Sarah McGovern, Moderator, *Food Research and Action Center*

### **Spotlight: SNAP Matters**

A critical component of an agenda to end hunger in America is a strengthened, not weakened, Supplemental Nutrition Assistance Program (SNAP). Recent publications from the White House Council of Economic Advisors and Stanford University Press document the range of important positive impacts that SNAP has, from fighting poverty and food insecurity, to promoting good health outcomes and responding quickly to changes in need, whether due to economic distress or natural disasters. At this Spotlight session our panel of experts, including authors of the reports, will engage in a lively conversation about these important research findings and will address what is at stake in this year's policy debates about SNAP's structure, reach and benefit levels.

Sandra Black, *Council of Economic Advisors*  
Kevin Conconnon, *USDA*

### **USDA Commodities Update**

USDA Commodities through TEFAP and CSFP provide a nutritional backstop for many food banks and emergency food providers. Federal funding for these programs and USDA Bonus Commodity Purchases play a role in determining how much commodity foods will be available each year. Come here an update from Feeding America on key commodity legislative asks, and an update from USDA food distribution staff on what foods are offered through household commodities this year and other important program updates.

Kathleen Staley, *USDA*  
Laura Castro, *USDA/FNS*

## **Food Waste and the UN Sustainable Development Goals: Nourishing Lives**

Food waste has become a trending topic! From John Oliver to the federal government's first ever food waste reduction goals, reducing food waste and redirecting wholesome food to those in need is a key part of national and international goals to promote environmental stewardship and reduce poverty. Come hear from experts on how the US is working to reduce food waste by 50% by 2030, how the UN sustainable development goals on poverty, hunger, and food waste can result in additional food for hungry Americans, and how Congressional passage in 2015 of legislation to improve federal food donation tax incentives can help producers decrease their food waste footprint.

Angela Collier, *Wal-mart Foundation*

Elise Golan, *Office of the Chief Economist, USDA*

## **(CACFP) Child and Adult Care Food Program**

### **Advocacy Institute: CACFP Leading the Way in Child Nutrition**

This advocacy institute will cover a dynamic CACFP action plan and the strategies needed to increase access to and strengthen the role of CACFP. Join us as we focus on creating positive change through a productive reauthorization, effective implementation of the new CACFP meal standards, reducing paperwork and streamlining program operations, and maximizing opportunities to expand CACFP participation created by the new child care subsidy and education laws.

Three panels:

National Panel: National CACFP Forum and FRAC

Child Care and Afterschool Panel: Child Care Aware and NAFCC

CACFP Organizations Panel: National CACFP Association, CCFP Roundtable, and NCA

Carolyn Morrison, *National CACFP Forum*

Jacqueline Deadder, *FRAMAX*

Geri Henchy, *Food Research and Action Center*

### **Child Nutrition Reauthorization: We've Come a Long Way- But There's Still More Work to Be Done!**

Join us to learn about the latest state of play with Child Nutrition Reauthorization efforts in the House and Senate, key policy priorities for the legislation, and important messages for you to take to Capitol Hill and back home to help ensure a strong reauthorization bill that invests in children, protects the gains made in previous reauthorizations, and includes critical program improvements and expansions that have been top advocacy priorities for us all.

Lisa Davis, Moderator, *Feeding America*

Ellen Teller, Moderator, *Food Research and Action Center*

### **Creating Access to Affordable Healthy Food for CACFP Child Care and Afterschool Programs**

This training institute will focus on successful strategies to overcome the high cost of healthy food for programs and providers. Speakers will offer proven purchasing, donation and vending models for food banks, sponsors and advocates to create access to affordable fruits and vegetables, whole grains and other healthy foods needed for CACFP.

Angela Jeppsen, *Harvesters - The Community Food Network*

Robert Jones, *Archdiocese of Philadelphia*

Geri Henchy, *Food Research and Action Center*

### **Partnerships to Support Healthy Appealing CACFP Meals and Snacks and Participation**

This training institute will focus on key state and local partners with the expertise, materials and resources to help sponsors and programs efforts to support healthy appealing CACFP meals and snacks and increase participation. Speakers will discuss opportunities to partner to support training, menu planning, food production, marketing and efforts to secure CACFP standards for state licensing. (Learn how to help your programs and providers meet the current CACFP nutrition standards and to get ready for the upcoming new standards.)

Linda Leindecker, Moderator, *Bright Horizons*  
Katherine Bishop, *American Heart Association*

### **USDA CACFP Update and Discussion**

In this session USDA will provide a review of plans for implementing the new healthier CACFP meal pattern including training and technical assistance, USDA policy on paperwork reduction, upcoming program monitoring and integrity regulations, Farm to Preschool grants, and new nationwide CACFP studies. There will be plenty of time for questions and discussion.

Angela Kline, *USDA, Food and Nutrition Service*  
Andrea Farmer, *USDA, Food and Nutrition Service*

### **Building an Effective Action Plan to Increase CACFP Participation**

This interactive workshop will cover the elements of an effective action plan to increase CACFP participation in your sponsorship, program or area. You will learn best practices for program promotion, targeted outreach plans, needs assessment and leveraging state legislative opportunities.

Lisa Carlson, Moderator, *Alliance for Children*  
Mary Ellen Flynn, *Division of Nutrition, New York State*  
Ipek Taffe, *Planning Council*

## **Child Nutrition**

### **Meal Quality Across Child Nutrition Programs**

High-quality, appealing meals and snacks are an important part of any successful child nutrition program. It attracts children to Summer and Afterschool Meal Programs, and ensures that they have the energy to fully participate during the school day. Learn how advocates, school nutrition directors, and other sponsors develop and maintain high quality meals in their programs. Panelists will share strategies that can be used to improve nutrition quality at an affordable price. We will look at ways to strengthen vendor relations, how to better incorporate local and fresh foods, and share existing tools and resources that can help in your efforts to improve meal quality in your local programs.

Stephanie Bruce, *Palm Springs Unified School District*  
Erin Kennedy Hysom, *Maryland State Department of Education*

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Lisa Davis, Moderator, *Feeding America*  
Ellen Teller, Moderator, *Food Research and Action Center*

### **USDA Child Nutrition Discussion**

The implementation of the Healthy, Hunger-Free Kids Act has made a range of improvements to school, afterschool and summer meal programs that significantly benefit children in need. In this session, USDA officials will discuss highlights of USDA's implementation activities and timeline, as well as emerging issues in child nutrition programs. This is a great opportunity to ask questions.

Cindy Long, *USDA, Food and Nutrition Service*

### **Expanding School Breakfast: Sparking Change in Schools and Communities**

Are you working to increase school breakfast participation in your community? Have you been met with resistance? In this interactive session, learn about successful outreach strategies and hear from key school stakeholders, about how you can engage and get buy-in from their peers in your community. Develop skills on how to make it a no-brainer for schools to make a commitment to increase breakfast participation through various strategies, including the adoption of alternative breakfast models.

Kelly Beckwith, *AASA, The School Superintendents Association*  
Annelise Cohon, *NEA Healthy Futures*

### **Working with Schools to Expand Access to the Summer and Afterschool Nutrition Programs**

Schools are a natural fit for operating the Afterschool and Summer Nutrition Programs, with the experience, established systems, and educational programming already in place to support successful implementation. By acting as a sponsor, vendor, site, or partnering with an outside organization to support and promote the programs, schools can play a huge role in ensuring children have access to the nutrition they need when school is out for the day. Learn how to effectively engage school stakeholders in championing the child nutrition programs in your community.

Clarissa Hayes, *Moderator, Food Research and Action Center*  
Marla Caplon, *Montgomery County Public Schools*

### **Community Eligibility Provision: Celebrating Success and Opportunities for Growth in School Lunch and Breakfast**

The Community Eligibility Provision has swept the country! Now that thousands of low-income schools and districts have implemented the program with great success, there is no shortage of best practices to prod those schools and districts that have not yet acted. Hear various perspectives on the many advantages of CEP, overcoming concerns related to eliminating school meal applications, and innovative solutions to maximize the reach of the provision and the benefits for school districts.

Jessie Hewins, *Moderator, Food Research and Action Center*  
Kathleen Murphy, *Moderator*

### **Summer Meals Roundtables**

This interactive session focuses on strategies for the Summer Food Service Program (SFSP). In order to foster user-driven conversation, attendees will visit 1 of 8 roundtables for 20 minutes. The session offers enough time to participate in three roundtable conversations. Table topics may include: outreach and promotion; summer legislation; working with vendors; USDA guidance; budgeting for a sustainable meal program; working with elected officials; engaging libraries; weekend and holiday meals; and addressing rural and transportation issues in summer meals.

Dawn Crayco, *End Hunger Connecticut!*  
Melissa Moore, *Family League of Baltimore City*

### **Building an Effective Action Plan to Increase WIC Participation**

The number of participants in WIC has dropped by nearly three quarters of a million since 2013. Advocates have a key role to play in reversing this decline. This interactive workshop will cover the elements of an

effective action plan to increase WIC participation in your city or state. Join us in this discussion of local and state-level strategies for increasing WIC participation, including quick methods for assessing unmet need, best practices for outreach and facilitating the full redemption of WIC benefits, and effective messaging around the importance of good nutrition in the first 1,000 days.

Rochelle Jackson, *Just Harvest*  
Geri Henchy, *Food Research and Action Center*

### **Working with State Groups to Expand the Afterschool and Summer Meal Programs**

Statewide groups and alliances can work together with anti-hunger advocates to expand knowledge and reach of the Summer and Afterschool Meal Programs. We will hear from statewide groups on how they are addressing hunger and poverty across their state in collaboration with anti-hunger advocates and partners, as well as efforts to increase participation in the Summer and Afterschool Meal Programs. Hear about additional resources and how to create a support system that can unite organizational missions in an effort to address hunger and poverty across your state.

Patrice Chamberlain, *Institute for Local Government/Summer Meal Coalition*  
Alejandra Gepp, *National Council of La Raza*

## **Collective Impact**

### **The Intersection of Collective Impact and Public Policy: How Policy Can Sustain Systems Change**

In September 2015, Feeding America launched Collaborating for Clients (C4C), a collective impact initiative focused on improving community outcomes that promote family stability. As our collective impact work advances, questions about public policy and its relationship to collective impact have emerged. What is the role of policy in our collective impact work? Are there policies beyond legislative changes practitioners should be aware of? What steps should be taken in order to integrate policy into a collective impact agenda? Three experienced collective impact practitioners will share their thoughts and take questions in an open-forum discussion covering the relationship between policy and collective impact.

Neal Capapas, Moderator, *Network Engagement VISTA C4C, Feeding America*  
JaNay Queen, *Living Cities*

## **Communications**

### **Tools, Tips and Tricks for Making Social Media Work for You**

Research. Advocacy. Outreach. Translating everything your organization is doing to social media isn't always easy. But there are there plenty of tools, tips and tricks you can use to make social media work for you. In this session, learn about the value of keeping up with social media trends, how to use social media to elevate your message, share stories and how to highlight your research and other work in a compelling manner.

Sarah Cicuto, *Feeding America*  
David Elliot, *Coalition on Human Needs*

### **Open Mic: Messaging Hot Topics for the Media**

Media relations is an effective communications tool necessary for every organization, and while there are certain tried and true practices that are great solutions for any situation, there are also times that a unique resolution is needed. In this session you'll enjoy a lightly-moderated opportunity to speak one-on-one with both peers and seasoned practitioners about the "trickier" issues and strategies on how best to discuss them with the media.

Ross Fraser, *Feeding America*  
Colleen Barton Sutton, *Food Research and Action Center*

### **Building an Effective Advocacy Message with Data and Research**

Join us for a skill building workshop focused on the effective use of data and research to support an advocacy agenda. Learn how to use data and research to make the case to the press, public, and policy makers that hunger is a challenge facing many communities, limited access to healthy foods continues to plague many low-income communities, and the need to invest in SNAP and the child nutrition programs so they can benefit more people in your state or community.

Heather Hartline-Grafton, Moderator, *Food Research and Action Center*  
Diane Doherty, *Illinois Hunger Coalition*

### **Newsjacking: How to Become Part of the Story**

News is happening at a quickening pace. Anti-hunger advocates need to be prepared to react quickly if they want to be part of the story. Find out how you can “newsjack” the stories of the day to further position your organization as a thought leader, reinforce your brand, drive more traffic to your website and mobilize people to act.

Sue Berkowitz, *SC Appleseed Legal Justice Center*  
David Goldstein, *McClatchy News Service*  
Beverly Wheeler, *D.C. Hunger Solutions*

## **Community Health/Nutrition**

### **Food Insecurity and Health - Where Do We Stand in 2016?**

This workshop will review the most recent research and policy work on food insecurity and health, including food insecurity impact on chronic disease, obesity, and mental health. Special emphasis will be given to the impacts for children and households with children, and policy-related research that addresses food insecurity and health. This session also will include health care providers’ perspectives on hunger as a health issue, and the important role of the federal nutrition programs and emergency food system in improving the health of vulnerable populations.

Heather Hartline-Grafton, Moderator, *Food Research and Action Center*  
Morgan Smith, *Feeding America*  
Seth Berkowitz, MD, MPH, *MHG*  
Hilary Seligman, *University of California, San Francisco*

### **Food is Medicine: Improving Health through Community-Based Interventions and Health Care Partnerships**

Health organizations are engaging with community-based agencies and policymakers to address factors—including food insecurity—that impact population health. Notably, implementation of the Affordable Care Act (ACA) resulted in important changes in the healthcare landscape, and the recent American Academy of Pediatrics policy statement encouraged pediatricians to screen for food insecurity. This session will highlight how anti-hunger organizations have and can 1) build on these changes to forge new partnerships with health care organizations, and 2) develop effective interventions addressing health and hunger. Experts in the field actively engaged in this work will facilitate interactive, round table discussions with participants.

Heather Hartline-Grafton, Moderator, *Food Research and Action Center*  
Various healthcare professionals



# **(SNAP) Supplemental Nutrition Assistance Program**

## **SNAP Outreach: Model Approaches**

SNAP outreach is helping to get more needy people connected with nutrition benefits. Yet participation gaps still remain. Learn from practitioners about innovative ways to help needy people navigate the SNAP eligibility system. Attendees will visit three tables for 20 minutes each for dialogue with a host about his or her SNAP outreach model and how it could be replicated in other places.

Vanessa Pierre-Louis, *Maryland Hunger Solutions*  
Kelly Jackson, *Feeding America*

## **Making the Most of SNAP in Your State**

Participants will visit three roundtables for 20 minutes each for interactive learning about state policy strategies to get SNAP benefits to people who may face particular barriers. This session will drill down on the SNAP policies that enable states to process SNAP applications timely; policies that connect recipients to Employment and Training opportunities; as well as policies to reach more needy college students, people with disabilities, and veterans. It will cover learnings from efforts to ameliorate the drug felon ban, putting a face on SNAP to influence policy, and working with state and local officials.

Various speakers on the panel

## **Protecting SNAP for Jobless People Seeking Work**

A three month out of 36 months' time limit puts SNAP benefits at risk for hundreds of thousands of needy adults who are not performing sufficient hours of work. At this session attendees will get a short overview of the so-called Able-Bodied Adults Without Dependents (ABAWD) rules, policies and exemptions before participating in a roundtable discussion that drills down on specific aspects and model approaches for protecting SNAP benefits for jobless adults. These include proper screening for exemptions by outreach workers and caseworkers, jobless area waivers and 15 percent exemptions, employment and training and other activity opportunities, stakeholder engagement and messaging, legislative efforts, and impact studies. Participants will visit three tables for 20 minutes each for interactive learning.

Various speakers on the panel

## **SNAP Q & A with USDA**

Get an update from representatives of USDA's Food and Nutrition Service about program and policy developments in SNAP. In addition to conducting oversight of state SNAP agency customer service, USDA is implementing many SNAP program changes pursuant to the 2014 Farm Bill. These include changes in SNAP outreach funding rules, authorized retailer operations, Employment and Training pilots, and more. This session is designed to provide ample time for question and answer.

Jessica Shahin, *USDA/FNS/SNAP*  
Lizbeth Silbermann, *USDA Food and Nutrition Service*

## **Technology for SNAP Outreach**

As technology becomes a staple in everyday life, there is great opportunity to leverage it to increase SNAP Outreach efforts. In this session, you will learn about a new initiative of Feeding America that has yielded over 60,000 submitted SNAP applications through search engines as well as innovative ways SNAP Outreach workers are conducting SNAP outreach in rural areas using tablets and internet access.

Kelly Jackson, *Feeding America*

### **Spotlight: SNAP Matters**

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Craig Gundersen

Sandra Black, *Council of Economic Advisors*

Kevin Concannon, *USDA*

## **Research**

### **The Increase in Food Insecurity since 2000 is Far Worse than We Thought**

Anti-hunger advocates often struggle to explain to Congress the true impact of food insecurity, especially when compared to decreasing unemployment rates. This is because the standard measure of the prevalence of food insecurity only tells part of the story. Come hear new research about how the prevalence, depth and severity of food insecurity in the United States is actually worse than most realize and find out how to translate this vital information into Hill talking points.

Craig Gunderson

### **Building an Effective Advocacy Message with Data and Research**

Join us for a skill building workshop focused on the effective use of data and research to support an advocacy agenda. Learn how to use data and research to make the case to the press, public, and policy makers that hunger is a challenge facing many communities, limited access to healthy foods continues to plague many low-income communities, and the need to invest in SNAP and the child nutrition programs so they can benefit more people in your state or community.

Heather Hartline-Grafton, Moderator, *Food Research and Action Center*

Diane Doherty, *Illinois Hunger Coalition*

### **Teen Food Insecurity**

Join us for a skill building workshop focused on the effective use of data and research to support an advocacy agenda. Learn how to use data and research to make the case to the press, public, and policy makers that hunger is a challenge facing many communities, limited access to healthy foods continues to plague many low-income communities, and the need to invest in SNAP and the child nutrition programs so they can benefit more people in your state or community.

Kaye Youssouf, *Feeding America*

Adam Dewey, *Feeding America*