

# Marketing Matters Efforts Across the States

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# Junk Food Marketing in Schools

**Nevada**: State policy now requires all marketing in schools to align with Smart Snacks standards

**Rhode Island**: AHA; Bill passed the Senate June 11<sup>th</sup>, failed to meet calendar deadlines June 25

**Oregon**: Upstream Public Health; Bill died in committee

**Connecticut**: AHA; Bill died in committee



# Kids Meals in Restaurants

- Davis
- Hawaii
- Handful of cities & counties around the country



# Campaign Resources

- Toolkits: Don't Sell Us Short
  - Campaign Basics & Resources
  - Key Messages
  - Sample Op-eds, LTEs, Action Alerts, Social Media Posts, etc
  - Fact Sheets (Healthy Alternatives)
  - Case Studies and success stories
- Model legislation, 50 state scan, Baseline Analysis
- Media Advocacy & Message Research
- Grassroots Strategy & Support
- Access to national experts & technical assistance



# Strategic Issue Advocacy Campaign Funding



Voices for Healthy Kids is a unique advocacy collaboration between the American Heart Association and Robert Wood Johnson Foundation working to engage, organize and mobilize people to improve the health of their communities and reverse the childhood obesity epidemic. The goal of the grant opportunities described below is to make effective strategic investments in ongoing state, local and tribal public policy issue campaigns in order to increase public policy impact on healthy weight and living among children.

	Open RFA Grants	Plan Driven Priority Funds+	Strategic Campaign Incubator	Rapid Response Funds	Strategically Directed Tools*
Purpose	Support strategic issue advocacy campaigns at the state, local and tribal level. Must be specific to an individual campaign for public policy	Support mature campaigns around specific tactics and that demonstrate short-term opportunities for success	Mini-grants to support priority population stakeholder engagement and innovative strategies for advocacy campaigns	Support short-term projects by providing critically-timed support during final action phases of ongoing strategic issue advocacy campaigns	Support lobbying activities such as public opinion polls, on-the-ground organization and limited paid media activities
Funding Per Award	Up to \$90,000	\$90,000 to \$160,000	\$5,000 to \$10,000	\$15,000 to \$100,000	\$20,000 to \$80,000
Duration	Up to 1 Year	Varies based on campaign	Up to 1 Year	2 Weeks to 6 Months	Varies based on campaign
Budget Requirements	5% legal contingency; 1 campaign coordinator; hard and in-kind match required	5% legal contingency; 1 campaign coordinator; hard and in-kind match required	Demonstration of in-kind match requested	5% legal contingency and in-kind match required	Demonstration of in-kind match requested

+Not separate application; existing grantees only  
 \*Indicates funding that can be used for lobbying

# Join Us Today



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