



SNAC Bites

January 2020 Edition

Welcome to the January 2020 issue of SNA Communication (SNAC) Bites! SNAC Bites highlights new SNA programs and news, and provides content for your state association publications, chapter meetings and social media channels. In some cases, the content will need to be customized for your state association's needs, should you decide to use the below stories.

Here are this month's headlines:

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1. SNA Launches Research Initiative on Universal Meals

Studies have shown that school meals contribute to the health, attentiveness, behavior and academic achievement of students. SNA [believes](#) all students should have equal access to nutritious school meals, and that is why we are excited to announce a new research initiative that will evaluate the potential social benefits and costs of expanding the National School Lunch and Breakfast Programs to serve all students at no charge.

School meals ensure students have the nutrition they need throughout the day to learn, and play an important role in supporting obesity prevention and improving children's diets and health outcomes. Previous studies on universal meal proposals have focused on the price tag, without quantifying and comparing the many long-term benefits of increased student lunch and breakfast participation. To support SNA's advocacy efforts with Congress and the Administration, SNA's Board of Directors approved funding for an independent research firm specializing in regulatory advocacy and economic analysis to conduct a benefit-cost study of a universal school lunch and breakfast program. The firm chosen has significant Office of Management and Budget (OMB) and Office of Information and Regulatory Affairs (OIRA) experience and will provide a thorough, OMB-compliant economic analysis of the social benefits and costs of creating a universal meals program. This research effort will focus on the National School Lunch and Breakfast Programs. SNA will keep you posted on the outcomes of the analysis.

2. SNA 2020 Election—February 15-29, 2020

The SNA 2020 election is coming soon! Remember to keep an eye on www.schoolnutrition.org/snaelection in January to learn more about the candidates and prepare to cast your vote in February!



3. SNA Announces the +1 Membership Challenge!

It's a new year and we have a new challenge for you! The all-new [+1 Membership Challenge](#) is a new recruitment campaign to help ensure that SNA remains strong and provide the highest quality education, advocacy and training to meet your needs. We invite you to participate in the challenge! Simply watch the official campaign launch video from SNA National President, Gay Anderson, share your reason for being an SNA member—using [social media tools](#), and recruit at least 1 new member—your +1. By participating in the Challenge, you will also have a chance to earn great incentives for recruiting new members. Visit the [SNA Website](#) for more details on the +1 Membership Challenge. Are you ready for the challenge?

Contact us at membership@schoolnutrition.org if you have any questions.

4. #LAC2020: Early Bird Deadline Extended to January 17, 2020

Focus on your future and register for the [2020 Legislative Action Conference](#) (LAC) in Washington D.C., from March 8-10. You and fellow school nutrition professionals and advocates will get to support school meals and speak up for school nutrition programs. Don't forget to register for the pre-conference session "[Serving Students When the Lights Go Out: Disaster Preparedness and Response](#)" on Saturday, March 7.

Don't delay...[register now](#) to take advantage of the early bird discount and receive **\$50 off** your #LAC2020 registration.

5. 4th Annual Virtual Expo—Registration Now Open

Registration for the month-long, FREE [SNA Virtual Expo](#) is now open. From February 4-March 4, you will experience two virtual exhibit halls—Food and Beverage and Equipment/Technology, a Learning Center with 15 new pre-recorded education sessions from #ANC19 to earn CEUs, a networking lounge and a chance to win prizes by signing up for the Leaderboard. No travel required!

Education sessions just announced include:

- **How to WOW (& Transform) Your Audience:** Jill Castle, MS, RDN
- **The Time Bandits are BACK!**: JoAnne Robinett, MSA
- **Leading the Way to Grow Breakfast Participation:** Cheryl Johnson, MS, RD, LD; Cynthia Johnson; Jill Ladd, RD, LD
- **How to Calculate and Establish Meals Per Labor Hour (MPLH):** Kymm Mutch, MS, RDN
- **Customer Service for Kids!:** MGM Maureen G. Mulvaney

[View the full session descriptions.](#)

6. Nominate a Colleague You Admire for an SNA Award

Looking for a New Year's Resolution you can keep? How about recognizing a deserving colleague? If you know a stellar kitchen manager, outstanding cook or inspiring school nutrition director, nominate them for a national [SNA Member Award](#) and show them how much you appreciate their hard work! Nominations for the Employee, Manager and Director of the Year awards are now being accepted online by SNA through March 1, 2020. All state, regional and national winners will be recognized at the Red Carpet Awards Ceremony at SNA's 2020 Annual National Conference in Nashville, TN! For more information, including how to nominate and qualifications, please visit the [SNA Member Awards webpage](#).



7. NSBW Planning is Ready for Takeoff!

Mark your calendar for [National School Breakfast Week](#) (NSBW)—March 2-6, 2020 and start getting students and stakeholders excited for a celebration of cosmic proportions with the #NSBW2020 theme, “School Breakfast: Out of This World.” Start planning your NSBW celebration today by downloading the [NSBW 2020 Toolkit](#) to help you get started on your promotion ideas. Get your breakfast program ready for takeoff by visiting the [SNA Emporium](#) and shop for the #NSBW2020 themed resources available to ensure you show how your breakfast program is blasting off into new territory. Happy planning—planet #NSBW2020 is waiting for your arrival!

8. Check Out SNA’s Webinar Wednesdays for 2020!

No easing into the new year—we are tackling the tough subject of procurement on January 22 with [Procurement Do’s and Don’ts for Operators](#). Barry Sackin, SNS, will return to dive deeper into the topics we began to explore in our December procurement webinar and will continue to build procurement confidence. We hope to have another lively Q&A and answer your specific questions.

On January 29, best-selling author, disruptor, and top 50 business leadership innovator Charlene Li will focus on NextGen customer experience, leadership in the digital era and the future of work in this webinar, [Creating a Next Gen Customer Experience Strategy](#). She wants to make customer experiences a priority for everyone in your organization or school district.

Then in February, we will accelerate with a webinar each week, ranging in topics from plant-based alternatives, global strategies for overcoming childhood hunger, and food allergies. Registration coming soon! Check back to the [Training Zone](#) for updates and registration openings.

9. Apply Today for a Professional Development Scholarship

Want to earn your degree? The School Nutrition Foundation is accepting applications for [Professional Development Scholarships](#) to help cover the costs of tuition and books for a degree in a school nutrition related field. The application deadline is January 31, 2020 at 11:59 pm EST. Click here to fill out the [online application form](#).

10. 2020 School Nutrition Foundation Equipment Grants

Interested in applying for an equipment grant? The 2020 School Nutrition Foundation Equipment Grants scholarship program features a [common application](#) and video submission. The first 75 submitted eligible applications will be considered for this grant. If we do not reach 75 eligible applicants, the grant will stay open until January 31, 2020 at 11:59 pm EST. For more information on how to apply and submit a video click [here](#). Don’t miss out on this amazing opportunity to apply.

11. Read the Fall 2019 Edition of *The Journal of Child Nutrition & Management*

From veganism to dysphagia, serving students with special diets has become a critical aspect for school nutrition departments. These menu accommodations ensure student customers can eat happily and safely. Inspired by this important topic, the Fall 2019 edition of [The Journal of Child Nutrition & Management](#) focuses on special diets with research-based articles. Articles include cost analysis of menu accommodations, understanding how children with special needs may require texture-modified diets, the introduction of vegan entrees in schools, and so much more! Be sure to [read the latest edition](#).



12. SNA Leadership Meets to Draft the 2020 Position Paper

Last month, SNA staff, leadership and the Public Policy & Legislation Committee met at SNA's headquarters to draft the *2020 Position Paper*. Prior to the meeting, all 58,000 SNA members were encouraged to share their thoughts on policy challenges and priorities through the SNA 2020 Policy Priorities Poll. We are grateful for the robust participation and informative feedback as we work to shape the school nutrition advocacy road for 2020. The final paper will be published in early January and formally unveiled at the [2020 Legislative Action Conference](#) (early bird registration rate ends January 17). Stay tuned!

13. USDA 2019 Fall Unified Regulatory Agenda

The [2019 Fall Regulatory Agenda](#) for each U.S. Government Agency has been published by the White House Office of Management and Budget (OMB). The Agenda includes Proposed Rules updating National School Lunch Program meal service monitoring [requirements](#) and Summer Food Service Program and integrity [requirements](#). Also listed in the Agenda are three Final Rules including the Child Nutrition Program Integrity [Final Rule](#) (originally [Proposed](#) in 2016). Read [SNA's comments](#) in response to the Child Nutrition Program Integrity Proposed Rule for more background information.

14. New School Meal Bills Introduced

All school nutrition related bills and legislation can be found on SNA's [Action Network](#). Two new Federal bills impacting school nutrition programs were introduced in December 2019:

- Rep. Tim Ryan (D-OH13) introduced [H.R. 5308](#), the Expanding Access to School Meals Act. The bill expands the poverty threshold for free school lunch and breakfast, eliminates the reduced-price category, expands CEP and allows States to use Medicaid and CHIP participation data to directly certify students.
- Rep. Marcia Fudge (D-OH11) introduced [H.R. 5283](#), the School Modernization and Efficient Access to Lunches for Students Act of 2019 or School MEALS Act. This bill expands access to school nutrition programs through grants, technical assistance and administrative changes.

15. Fourth Dietary Guidelines Advisory Committee Meeting

The U.S. Department of Agriculture (USDA) and the U.S. Department of Health and Human Services (HHS) have announced the 2020 Dietary Guidelines Advisory Committee (DGAC) will hold its fourth public meeting on January 23-24, 2020, in Houston, Texas. Listeners may participate in person or via a live webinar. [Registration](#) to attend in-person will close on January 15, 2020.

When the DGAC held their second meeting, they heard public comments from stakeholders such as former SNA President Dr. Becky Domokos-Bays who delivered the Association's comments to the committee. Dr. Domokos-Bays encouraged committee members to visit school cafeterias and explained that while current nutrition standards based on the *Dietary Guidelines* are mostly successful, the complexity of the different program regulations that schools have to meet can make it difficult to craft appealing, nutritious school menus that meet the strict standards. You can read SNA's [full comments here](#).

Reminder, the [public comment period](#) is open and will remain open throughout the DGAC's work and deliberations. The DGAC will review the scientific evidence on topics and questions from the respective Departments and will then provide a report to the Secretaries that will help to inform USDA and HHS in the development of the *2020-25 Dietary Guidelines for Americans*.