

Iowa Academy of Nutrition & Dietetics Legislative Day 2020





How to be the best advocate

Preparing for engagement in policy

“Never doubt that a small group of thoughtful citizens can change the world. Indeed, it is the only thing that ever has.”

-Margaret Mead



You don't have to be an expert

Know the basics of the legislative process & our policy priorities

Educate legislators

Use your expertise and existing resources

It's all about relationships

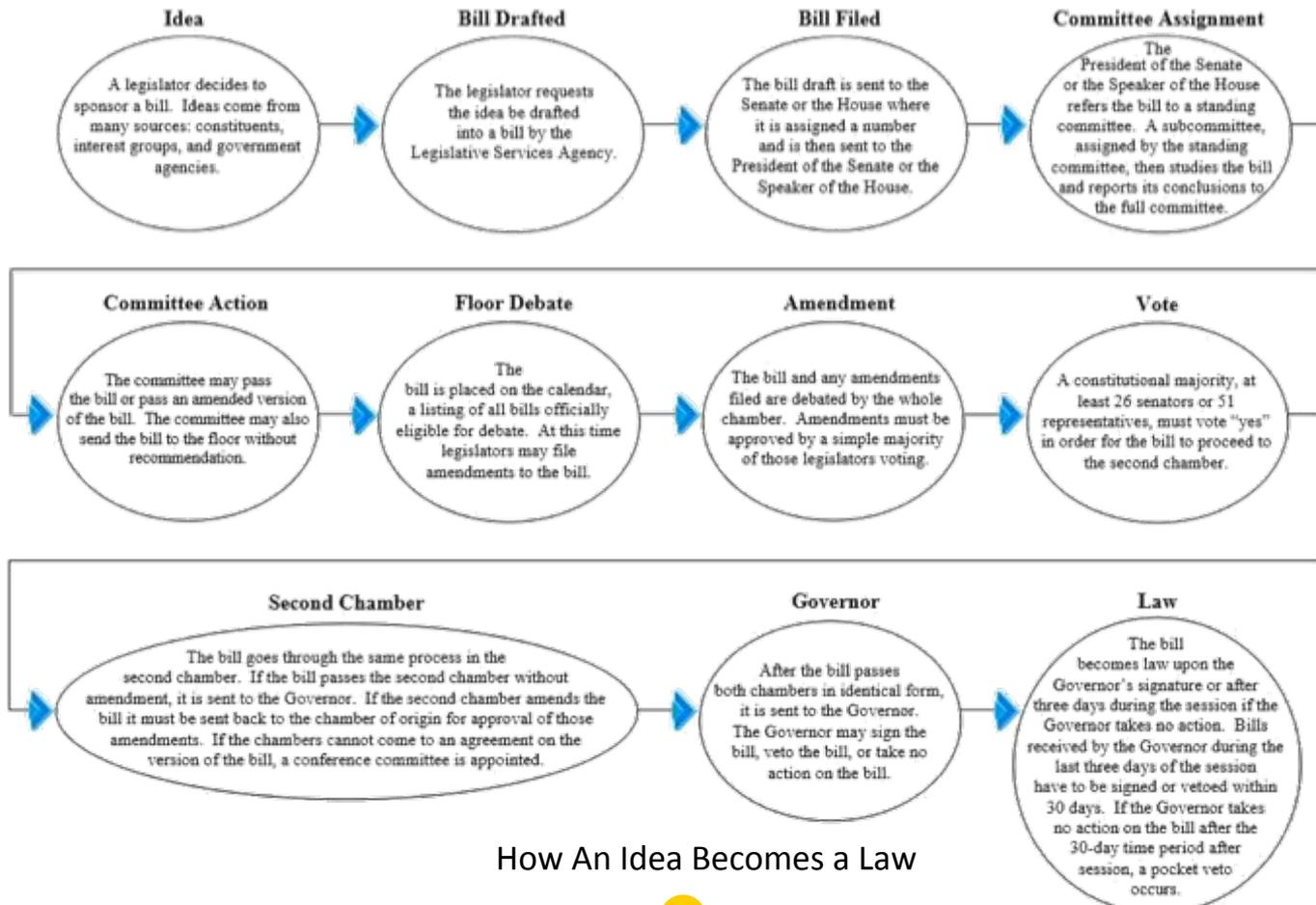
Build relationships with legislators, become a trusted source of information, be bi-partisan while being true to your issues, and cultivate champions





Do's and Don'ts

- ◉ Be polite and friendly
- ◉ Be concise, to the point, and respectful of their time
- ◉ Include a personal relevance or story
- ◉ Let them know if you are a voting constituent
- ◉ Thank them and follow-up afterwards
- ◉ Don't be angry
- ◉ Don't be hostile
- ◉ Don't threaten
- ◉ Don't overwhelm with TOO MUCH information
- ◉ Don't lose credibility
- ◉ Don't be dishonest or exaggerate

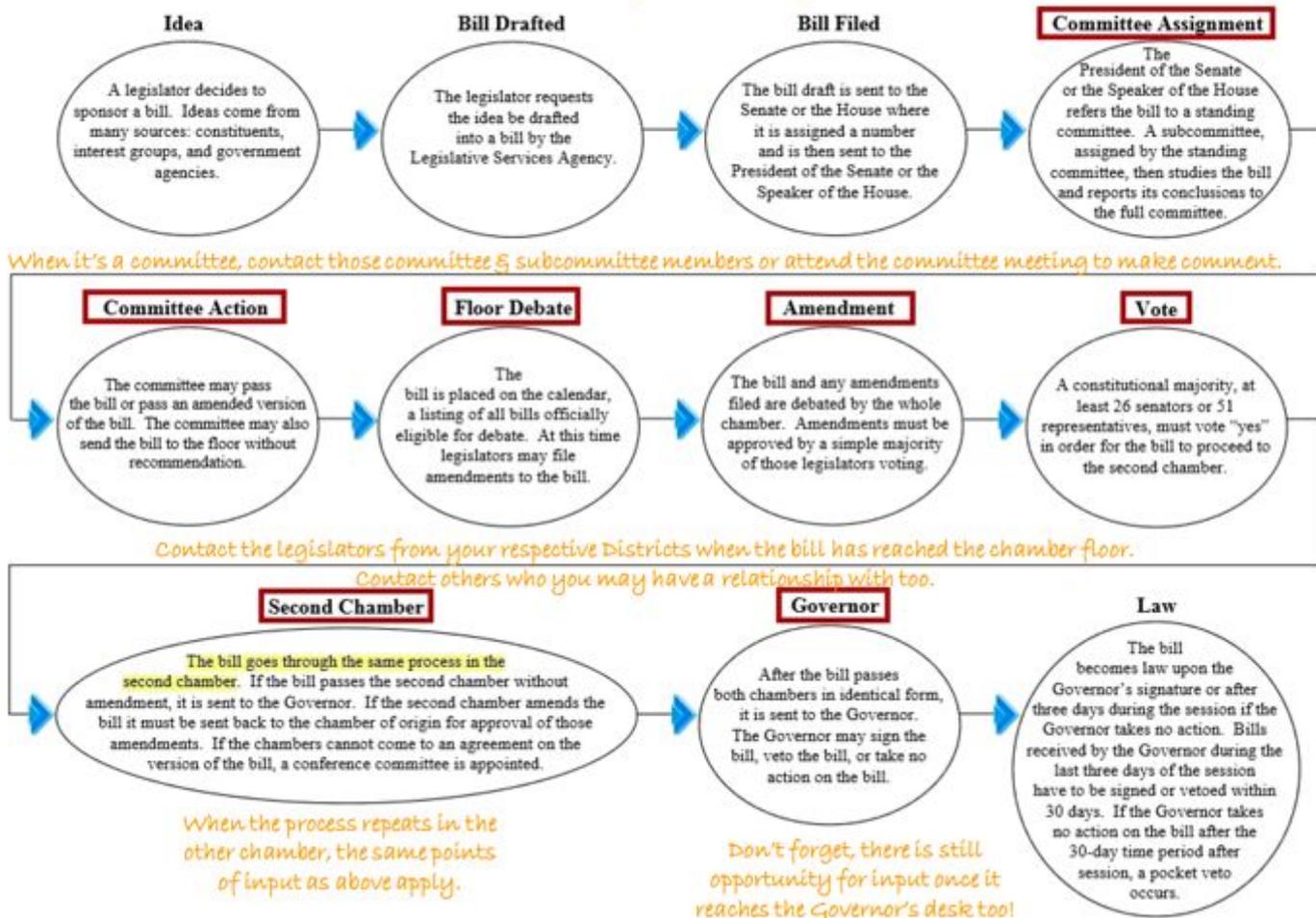


How An Idea Becomes a Law



How An Idea Becomes a Law

There are a number of opportunities in the process for advocacy. Points where your input can be valuable are outlined in red.

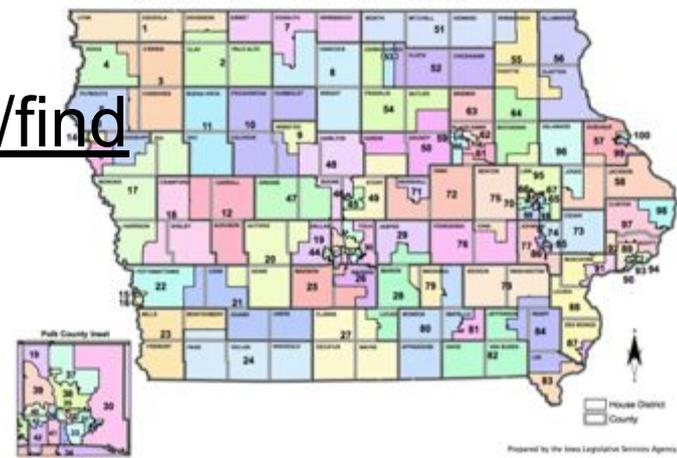


Original source: The Well Kids Coalition Advocacy Training, February 21, 2020

Find your legislator (State)

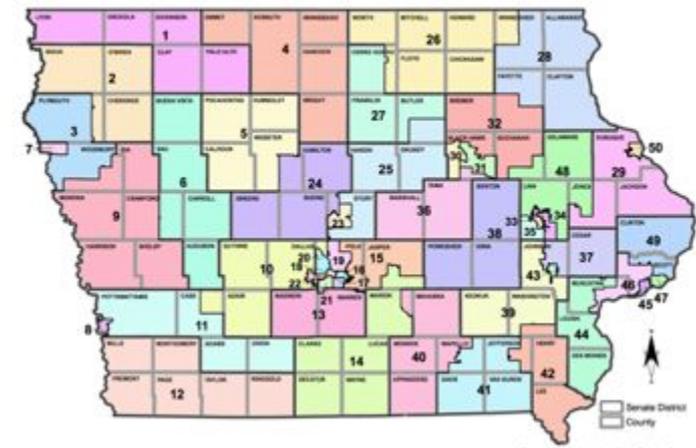
<https://www.legis.iowa.gov/legislators/find>

IOWA HOUSE DISTRICTS
Effective Beginning with the Elections in 2012 for the 85th General Assembly



Prepared by the Iowa Legislative Services Agency

IOWA SENATE DISTRICTS
Effective Beginning with the Elections in 2012 for the 85th General Assembly



Prepared by the Iowa Legislative Services Agency

The screenshot shows the homepage of the Iowa Legislature website. The header includes the text "The IOWA LEGISLATURE" and navigation links for "HOME", "LEGISLATION", "COMMITTEES", "GOVERNANCE", "LEGISLATIVE SERVICES", "PUBLICATIONS", "LEGISLATIVE & COURT EDUCATION", and "LEGISLATIVE INFORMATION". A sidebar on the left lists "Find Your Legislator" with sub-links for Leadership, Senators, Representatives, Current Legislator Information, Historical Legislator Information, District Maps & Data, and About Legislating. The main content area is titled "Legislators" and provides information on how to find legislators by address, city, or zip code, and lists links for Leadership, Senators, Representatives, Current Legislator Information, and Historical Legislator Information.

The screenshot shows the "Find Your Legislator" page. It features a search form with fields for "Filed By" (set to "Interactive Map"), "Address", "City/State", "Zip Code", "County", and "School District". Below the form, there is a "Search" button and a note: "Please enter your address in the field below and click Search (or press enter). For best results, use the Interactive Map Feature." The footer of the page states: "The Iowa Legislative Services Agency does not guarantee the accuracy of the address locator service. Please contact your county auditor for more information."

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2020 Legislative Priorities

Iowa Academy of Nutrition & Dietetics



Iowa Academy of Nutrition and Dietetics Legislative Priorities 2020



LEGISLATIVE AGENDA 2020



The Iowa Academy of Nutrition and Dietetics, an affiliate of The Academy of Nutrition and Dietetics, is a not-for-profit professional organization of over 800 members including registered dietitian nutritionists (RDN), dietetic technicians (NDTR), and dietetic students. We promote and enhance our profession through various activities and help to improve the lives of Iowa citizens through evidence-based practices.

The Iowa Academy of Nutrition and Dietetics aims to optimize the health of Iowans through food and nutrition. We believe, people all over the state of Iowa deserve high quality health care provided by health care professionals. Registered Dietitians are highly trained nutrition professionals and can help to ensure the health quality of all Iowans.

Our ask of policy-makers

As a group, we recognize that our priorities may shift or change depending on what bills are introduced during this legislative session. We ask that you keep our organization and professionals in mind as you create, modify, or introduce new legislation that is related to wellness and nutrition care.

As an organization, we strive to advocate for legislation that will improve the health and nutritional status of all Iowans.

Where our members work

- Healthcare – Hospitals, HMOs, Clinics
- Food Management/Food Safety
- Business and Industry
- Private Practice
- Fitness Centers/Sports
- Educational Institutions
- Government Agencies
- Public Health Clinics
- Long Term Care Centers

2020 Legislative Priorities

1. Reimbursement for RDN services in Iowa.
2. Support for childhood health issues in Iowa-continue funding for 5-2-1-0 and other health initiatives in the state of Iowa.
3. Ensure adequate food access to nutritious food by supporting a direct appropriation in support of the Double Up Food Bucks program and tax credit for healthy food donations.

LEGISLATIVE PRIORITIES 2020



1. Reimbursement for Registered Dietitian services in Iowa

Iowa Medicaid no longer recognizes RDNs as independent billing providers for children with obesity. The decision for coverage, once made by IME, is now a decision made by the MCOs and they chose not to cover dietitian services for obesity based on the claim that 1) they believe it isn't medically necessary and, 2) MCO's claim they are conforming with industry standards that the private insurance market follows. If the patient has a dual appointment with the medical provider and the dietitian for diagnosis of obesity, the dietitian services are covered but at a significantly reduced rate. In a recent survey of primary care provider, lack of reimbursement for a dietitian services were identified as a major challenge to addressing obesity. Iowa has the 14th highest childhood obesity rate and 7th highest adult obesity rate in the United States. Dietitians play a critical role in the prevention and treatment of obesity and we believe that RDN services should be covered and that Iowa Medicaid should recognize RDNs as contracted providers.

Proposed solution: Require the MCOs recognize RDNs as contracted providers & reimburse for RDN services for children with obesity.

2. Support for children's health in Iowa

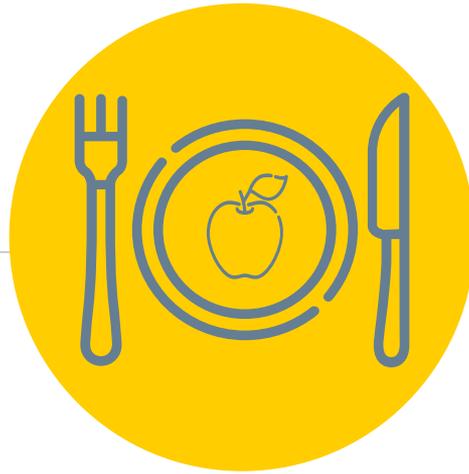
Identified issue: Childhood obesity and its implications continue to be a widespread and growing crisis needing the response of a coordinated effort to overcome. Because of the wide-ranging and interrelated factors that influence health outcomes it's important to reach children and families in every environment. Providing resources and policies that promote healthy play, healthy learning, and healthy eating habits in schools and childcare centers based on research and best practice is vital to instilling healthy lifelong habits.

Proposed solution: Support the promotion of healthy habits through 5-2-1-0 messaging and technical assistance resourced by childhood obesity funding at the Iowa Department of Public Health.

3. Ensure adequate food access to nutritious food

Identified issue: People in Iowa, including children, older adults, and families, struggle with food security. It is difficult for many to access healthy, affordable food. It is often easier for people to access fast food restaurants or corner stores, where there is limited access to food that aligns with a diet pattern that helps to achieve and promote health and prevention of chronic disease. Lack of access and affordability has been linked to poor diet and, ultimately, to obesity and diet-related diseases (CDC).

Proposed solutions: Support a direct appropriation in support of the Double Up Food Bucks program & Enhanced food tax credit for healthy food production donations to emergency food services.



**Ensure Adequate Food
Access to Nutritious Foods**



Talking Points Legislative Priority #1

Food Insecurity

"People in Iowa, including children, older adults, and families, struggle with food security. Restricting use of federal nutrition programs will increase the number of Iowans that are food insecure leading to negative consequences on Iowa's economy and health outcomes"

Food Security Stats

- Over 10% of Iowans are food insecure
- 1 in 9 Iowans use SNAP (70% are families with children)
- Food insecurity associated with diet-related chronic disease

Access to nutritious food

"It is difficult for many to access healthy, affordable food. Depending on where you live, there is limited access to a well stocked grocery store and the only option may be to shop at a convenience store or eat fast food."

Access to nutritious food stats

- Food insecurity is higher in rural area (12.7% of people Food Insecure in rural America vs. 10.8% in metropolitan areas)
- SNAP provides one meal for every 12 meal provided by a Feeding America food bank

Improving access & affordability

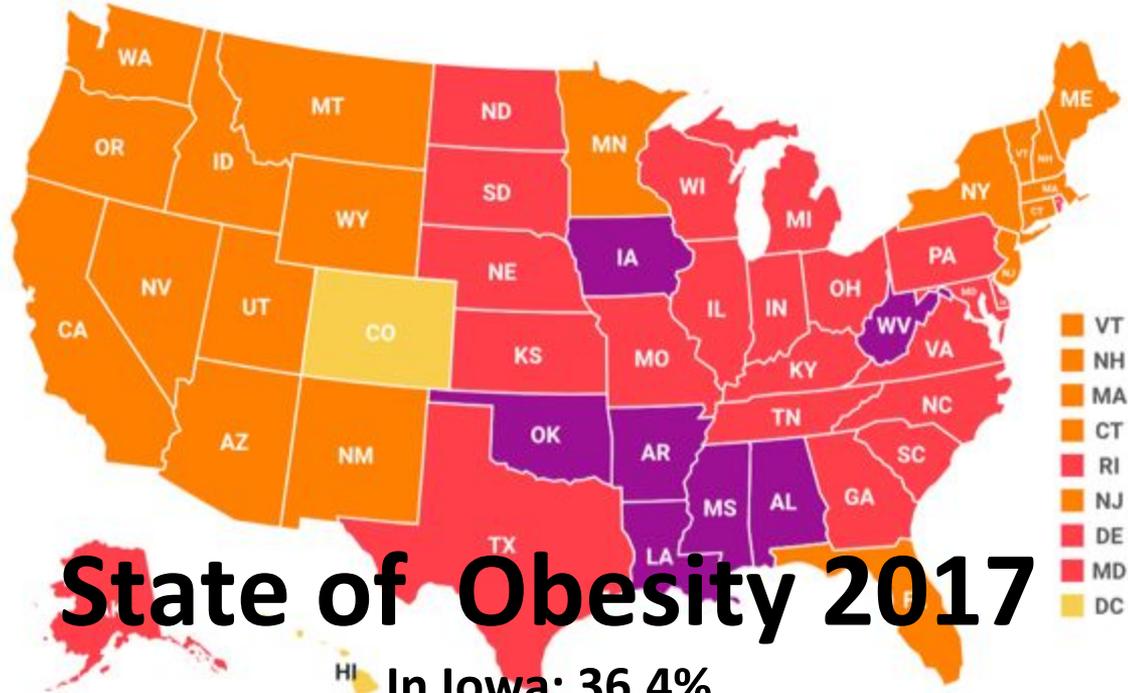
"Lack of accessible and affordable to nutritious food is linked to poor diet, and ultimately, to obesity and diet-related chronic diseases"

Improving access & affordability stats

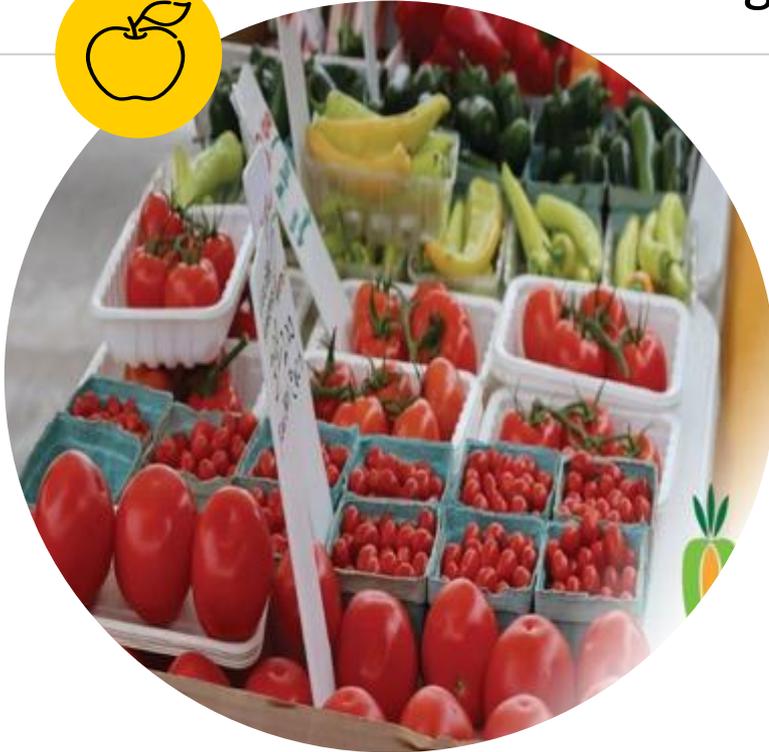
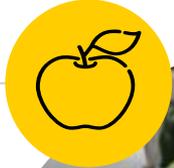
- More than 35% of adults in Iowa have obesity
- Obesity, nutrition, and physical activity are cited as 87 of the 99 counties major health issues
- Iowa has resources to support health

Percent of obese adults (Body Mass Index of 30+)

0 - 9.9% 10 - 14.9% 15 - 19.9% 20 - 24.9% 25 - 29.9% 30 - 34.9% 35%+



Legislative Priority #1 “Asks”



- 1. The Ask:** Fund Double Up Food Bucks to help low-income families eat more fruits and vegetables while supporting Iowa farmers and growing local economies.
- 2. The Ask:** Provide an enhanced food tax credit for donation of healthy food products such as dairy, produce, and protein AND Amend Iowa Code 423.3 (sales tax to Iowa non-profit food banks).
- 3. The Ask:** Increase access to food assistance benefits in Iowa.

The Ask:

Fund Double Up Food Bucks to help low-income families eat more fruits and vegetables while supporting Iowa farmers and growing local economies.



How Double Up Food Bucks Works:

If a family spends \$10 in SNAP (formerly food stamps) benefits at the farmers market or participating grocery store, they get \$10 in Double Up Food Bucks to spend on fruits and vegetables. **This means they bring home \$20 of healthy food for just \$10.**



84% of shoppers said they were very likely to purchase **more fruits and vegetables** than they normally would.



**DOUBLE UP
FOOD BUCKS™**



Healthiest State
INITIATIVE

Customers redeemed
\$154,236 in Double
Up Food Bucks to buy
fresh fruits and
vegetables in 2019.



**DOUBLE UP
FOOD BUCKS™**



Healthiest State
INITIATIVE

**100% of farmers plan
to participate in
Double Up Food Bucks
again in 2020.**



**DOUBLE UP
FOOD BUCKS™**



Healthiest State
INITIATIVE

**Fareway launched
Double Up Food Bucks
in 14 stores in 2019.**



**DOUBLE UP
FOOD BUCKS™**



Healthiest State
INITIATIVE

In 2019, the number of sites participating in Double Up Food Bucks more than doubled.



**DOUBLE UP
FOOD BUCKS™**



Healthiest State
INITIATIVE

Double Up Food Bucks
saw **900% growth** in
sales in 2019.



**DOUBLE UP
FOOD BUCKS™**



Healthiest State
INITIATIVE

2019 Double Up Food Bucks Sites





Legislative Priority #1 Ask: Why fund Double Up Food Bucks? Talking Points

- Additional dollars allocated to DUFEB will help our state secure a 1:1 match in federal funding from the USDA
- Double Up a **win/win/win**: Low-income families eat more healthy food, area farmers gain new customers and make more money, and more food dollars stay in the local economies.
- In 2018, 98% of surveyed shoppers said they purchased more fruits and vegetables because of DUFEB. Just as important, 86% said they were eating less junk food.
- Low-income families should not have to choose between being hungry and being healthy. With programs like Double Up, they don't have to make that choice.

Request:

A direct, annual appropriation of \$1,000,000 to support the statewide nutrition incentive program, *Double Up Food Bucks*, at farmers markets and grocery stores throughout Iowa.

Legislative Ask

Reference: *Double Up Food Bucks* Appropriation Proposal





Legislative Priority #1 Ask: Support Iowa Food Banks

Talking points

Amend Iowa Code 423.3 by adding The sales price of tangible personal property sold to an IRS designated, non-profit food bank.

- Non-profit food banks and pantries are still subject to state sales tax. Only \$200,000 - \$250,000/year is collected from purchases made by the food bank system.
- The food bank system can use those funds to purchase up to an **additional 1.25 million pounds of food each year, providing up to 1 million more meals**

Provide an enhanced food tax credit for donation of healthy food products such as dairy, produce, and protein.

- An enhanced food tax credit for healthy food products such as dairy, produce, and protein, would promote the donation of these items which are in need within the emergency food system.
- Organizations that donate to nonprofit hunger-fighting organizations would have more incentive to donate healthy foods as they would receive a greater



Legislative Priority #1 Ask: Increase access to food assistance

benefits in Iowa

Talking points

- Access to food assistance benefits, such as the Supplemental Nutrition Assistance Program (SNAP), are vital to its recipients in choosing what food is best for their families.
- Decreased access would harm local grocers and farmers and increase food demand that food pantries and anti-hunger organizations would not be able to meet.
- Food Assistance benefits are a successful and essential tool in the fight to end poverty, and they generate positive economic activity in communities, so increased access would promote these advantages.

SF 2366

An Act relating to eligibility, work, and training requirements for public assistance programs (SNAP and Medicaid)

Ask Senate not to support and pass. Emphasis the same message in the House (assuming it will pass out of the Senate)





Resources Legislative Priority #1

- Well Kids Central Iowa Legislative Talking Points
- *Double Up Food Bucks* Annual Report
- *Double Up Food Bucks* Appropriation Proposal
- “Support for Healthy Eating in Iowa” The Harkin Institute one-page report
- The Harkin Institute “SNAP in Iowa” one-pager
- SSB 3158 Child & Family Policy Center & Medicaid Matters fact sheet(s)
- Additional resources from presentations today (Doris)



Support of Children's Health in Iowa

Bring the attention of your audience over a key
concept using icons or illustrations

SPREADING THE MESSAGE SNAPSHOT

\$210,000

in grant funding distributed to 5-2-1-0 Registered Sites.

3,100 KIDS

heard the 5-2-1-0 message while attending Dan Wardell's Reading Road Trip at their library.

1.3 MILLION

views of 5-2-1-0 video advertisements on YouTube.

180 PROFESSIONALS

attended the 5-2-1-0 Healthy Choices Count! Summit in October.

62,000+ POSTERS & BROCHURES

printed and distributed free of charge to sites across the state.





Legislative Priority #2 Ask: Continue support for IDPH's 5-2-1-0 Healthy Choices Count campaign

Talking points

Continue to support IDPH's programming for community obesity prevention efforts through the 5-2-1-0 Healthy Choices Count campaign by maintaining the level of funding achieved during the 2019 session.

- 87 of 99 counties currently cite obesity, lack of nutrition, and lack of physical activity as major health issues. Obesity is the top issue statewide. Related conditions like cancer (42 counties) and diabetes (42 counties) also made it to the top ten list.
- Communities around Iowa with 5-2-1-0 Implementation grants are changing infrastructure and/or increasing programming like adding water bottle filling stations in schools, improving parks, providing additional community center programming, making community garden additions or improvements, and in many other ways.



Resources Legislative Priority #2

- Well Kids Central Iowa Legislative Talking Points
- 5-2-1-0 2019 annual report (online)



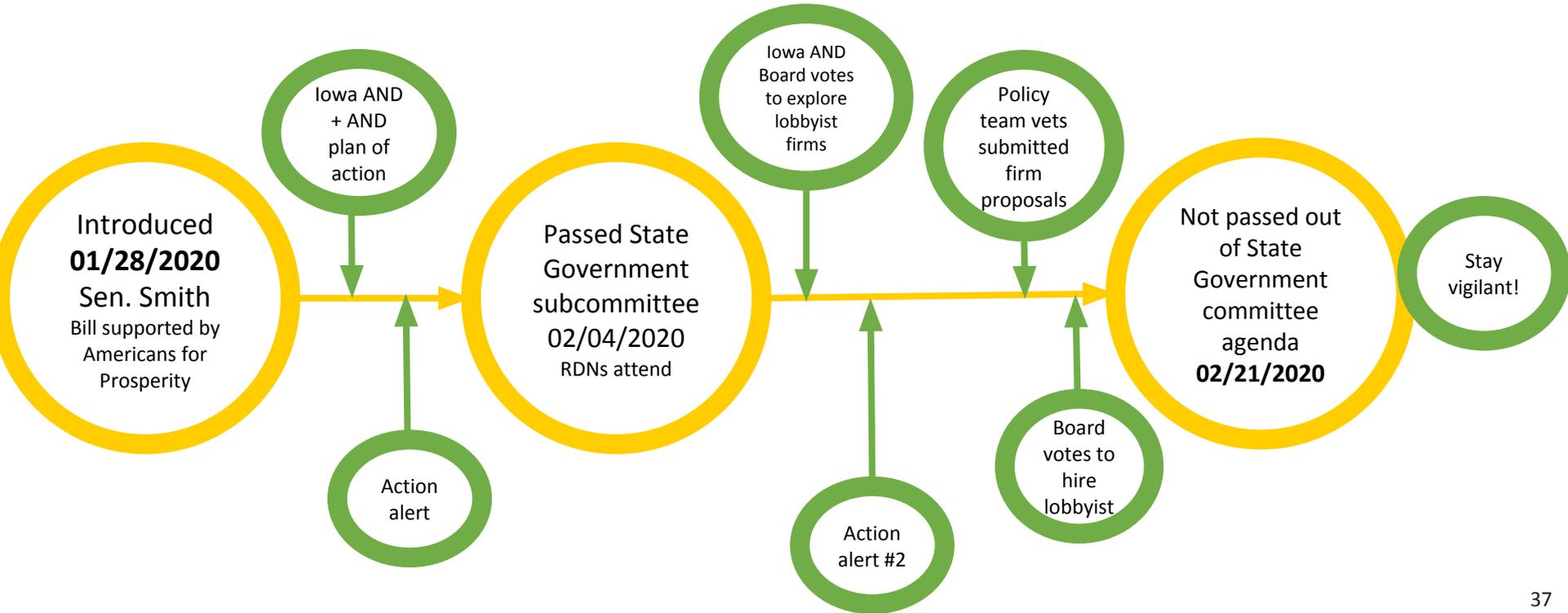
Reimbursement for RDN services in Iowa



Protecting Dietetic Licensure in Iowa



Timeline of SSB 3090



Talking Points Legislative Licensure



Need for licensure

"States' professional licensing laws determine and help consumers identify who is qualified to provide a particular set of specified services, known as the profession's *scope of practice*. Individuals qualify for licensure by attaining accredited education, experience and examination requirements that demonstrate competency in their field."

Why licensure?

"To protect the public and enable these providers to offer complex nutrition care services at the height of their scope of practice "

Talking points

Do not eliminate licensure without:

- (1) looking at the evidence to see whether dietetics licensure restricts access to services or increases costs or
- (2) considering the costly unintended consequences of ending dietetics licensure

Licensure is not restrictive

- Strong evidence shows that dietetics licensure does **not have the restrictive, negative economic impacts.**

Without licensure...

- RDNs cannot provide services, such as the ability to order therapeutic diets in hospitals, which delays care, deprives hospital patients of timely access to nutrition care services, & results in higher costs and worsened health outcomes

- **The benefit of licensed RDN being just being able to order therapeutic diets in Iowa hospitals equates to over \$5.3 million annually of savings***

* Using the formula provided by the Centers for Medicare and Medicaid Services



Licensure Resources

- Iowa Academy of Nutrition and Dietetics
Licensure Leave Behind
- AND Registered Dietitian Nutritionist Handout
- Previous Action Alerts



Eat 🍏 Think VOTE

Lyndi Buckingham-Schutt, PhD, RDN, LD, Associate Director of Wellness & Nutrition Policy, The Harkin Institute, Drake University, lyndi.buckingham-schutt@drake.edu

SHARE YOUR STORY

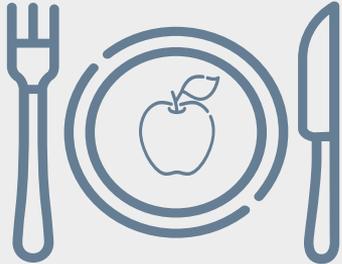
Working lunch activity



Select an advocacy priority based on your experience

Spend 15-20 minutes in break out groups

1. Share statistics that are relevant to the legislative priority and RDNs, and
2. Share stories from your work/communities that you can share back with the larger group.





Advocate resources

- ◉ Academy websites
 - <https://www.eatrightpro.org/advocacy>
 - <https://www.eatrightiowa.org> → Eat Right Iowa Pro--> advocacy
- ◉ Tracking legislation
 - <https://www.govtrack.us/>
 - <https://www.legis.iowa.gov/legislation>
- ◉ Action Alerts
 - <http://www.eatrightpro.org/resources/advocacy/action-center>
- ◉ Iowa Academy public policy & advocacy toolkit



Home

Action Center

Action Alerts

Find My Legislators

Enter your email address and zip code to login.

Login

Login

Register

Federal Alerts **1**

My Legislator



Legislative Alerts

Helpful Tips:

- Type in your **email address** and **zip (5-digit)** to take action
- Choose the type of alert - Federal or State - to see open Action Alerts.
- Click on the **"Pencil Icon"** next to the name of your member of Congress to edit a message
- After completing an Action Alert, return to the main page to complete additional open alerts
- Contact govaffairs@eatright.org for any issues with taking action

Action Center

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Legislative Alerts



Support TROA: the ...

The bipartisan Treat and ...



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Support TROA: the Newly Introduced Treat and Reduce Obesity Act of 2019

The bipartisan Treat and Reduce Obesity Act of 2019 (H.R.1530, S.595) recently introduced in the U.S. House and Senate will allow a registered dietitian nutritionist or other qualified healthcare practitioner to independently provide intensive behavioral counseling services for Medicare beneficiaries with obesity and facilitate beneficiaries' access to treatment options.

Let your members of Congress know where you stand and urge them to support this bill to improve patient

Take Action

 Email

To:

Thank you [Senator Chuck Grassley \(IA-00\)](#) 

[Senator Joni Ernst \(IA-00\)](#) 

[Representative Cindy Axne \(IA-03\)](#) 

To edit a letter for a specific recipient, click on the recipient's name.

Subject

Co-Sponsor Again the Cost-Saving Treat and Reduce Obesity Act of 2019 (H.R.1530, S.595)

Dear (Recipient's Name and Title will automatically be added by system when communication is sent.)

Committee, and Senators Cassidy and Burp in the other chamber. Your support of this bill will help reduce obesity rates and treatment costs, as well as improve care for older Americans by eliminating barriers to Medicare beneficiaries' access to the most qualified, effective practitioners and modalities.

Message [Editable](#)

The Treat and Reduce Obesity Act offers simple, clinically- and cost-effective solutions to the obesity epidemic by removing excessive barriers to obesity treatment using the medically-indicated

Conclusion [Editable](#)

For more information or to co-sponsor, please reach out to: Alex Eveland in Rep. Kind's office at

Sincerely,

Signature [Editable](#)

Dr. Lyndi Buckingham-Schutt

 Save Message

 Cancel Editing