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National Director
August 30, 2021

Speakers Bureau Training: August 30, 2021

Agenda

- **Introductions**
- **Survey**

- **Overview of Speakers Bureau** (Ben Goodman)
- **Research Summary** (Heather Maxey)
- **Federal Landscape and Policy** (Dianne Browning)
- **Communications Introduction** (Sarah Fisher)
- **Talking Points & Key Messages** (Ben Goodman)
- **Questions & Open Discussion**

Survey

- We'll cover Speakers Bureau trainings and expectations in a few minutes.
- One component of all trainings we will conduct will be a survey.
- We're going to send around a survey now and ask you to take time and fill it out.

Partnership with the Walmart Foundation

- **Mission: Readiness continues to be grateful for our partnership with the Walmart Foundation.**
- **Their generosity has enabled us to conduct this training, and continue our podcast.**
- **Foundation previously funded an advocacy strategy that was significantly altered by COVID.**

Partnership with the Walmart Foundation

- We previously focused on a multi-state event campaign, focused on bringing community leaders together.
- Additionally, we planned on mobilizing Speakers Bureau members to major convenings and conferences.
- Covid forced us to change our strategy: our Speakers Bureau members became our “go-to” members for virtual activations

Partnership with the Walmart Foundation

- Podcast – had a very specific purpose
- Grew in member popularity
- Guests including:
  - Admiral (Ret.) James Stavridis, USN
  - Former CJCS Richard Myers
  - General (Ret.) Stan McChrystal
  - Celebrity Chef Jose Andres
  - Respected authors, academics, advocates

Partnership with the Walmart Foundation

- **Aspects of current partnership**
  - **Expand our Speakers Bureau** (you!)
    - In-depth briefing
    - Quarterly update calls
  - **Condensed Versions in Specific States**
    - AZ, AR, GA, KY, NC, VA
    - Followed by community roundtables
  - **Quarterly "all-member" calls**
    - 101 – and interesting guests
  - **Podcast**
  - Goal: cross-exposure to these themes for all members; quarterly themes

Partnership with the Walmart Foundation

- Some of the other content may be redundant for our Speakers Bureau members
- Remember, the goal is to ensure all of our members have exposure to key themes
- Some of you have already engaged deeply on this work by virtue of our state advocacy work or other national activations

Partnership with the Walmart Foundation

"Members will benefit from regular briefings and training sessions to ensure they are well-versed on the national security rationale for ***improving access to healthier foods****, and how a* ***human centered and tech-enabled federal nutrition safety net*** *can strengthen America's future."*

Our goal with this training, and subsequent update calls, is to give you the ability to speak with a wide variety of audiences about the national security imperative of strengthening federal nutrition programs that serve children.

Partnership with the Walmart Foundation

Quarterly themes:

Q1: Addressing barriers to access for federal nutrition programs, SNAP, WIC, and meal programs

Q2: Identify local food recovery models and highlight successful food waste elimination policies

Q3: Strengthen and Protect SNAP and WIC to help eradicate child malnutrition

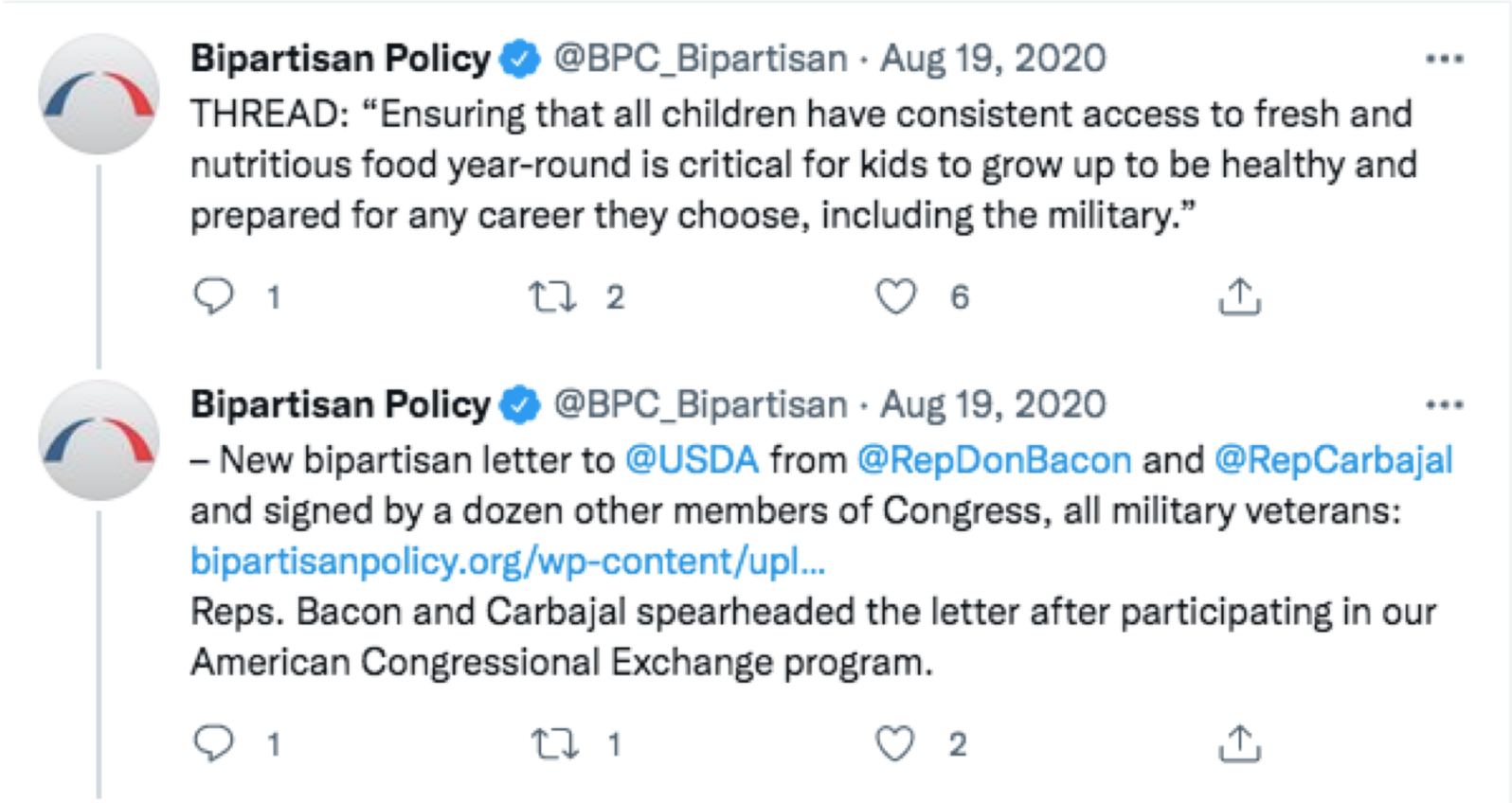
Q4: How communities and schools increase nutrition literacy: get kids to eat fresh fruits and vegetables

Expectations for Speakers Bureau Members

- Same as Mission: Readiness membership: be willing to entertain and consider opportunities to speak publicly to different audiences.
- Attend quarterly Speakers Bureau update calls
- Approve biography and be listed on our website
- Not a traditional “Speakers Bureau”

Examples of Previous Activiations

- Closed-door Zoom Briefing of the “For Country Caucus”



Bipartisan Policy @BPC_Bipartisan · Aug 19, 2020

THREAD: “Ensuring that all children have consistent access to fresh and nutritious food year-round is critical for kids to grow up to be healthy and prepared for any career they choose, including the military.”

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Bipartisan Policy @BPC_Bipartisan · Aug 19, 2020

– New bipartisan letter to @USDA from @RepDonBacon and @RepCarbajal and signed by a dozen other members of Congress, all military veterans: bipartisanpolicy.org/wp-content/upl...

Reps. Bacon and Carbajal spearheaded the letter after participating in our American Congressional Exchange program.

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Highlights from the Speakers Bureau



- The Mission: Readiness Podcast, hosted by BG (Ret.) Rich Gross, USA
- Engaging with policymakers, experts, and members through the Mission: Readiness Podcast
- Listen to our podcast after this Zoom session here (all slides will be shared).

Highlights from the Speakers Bureau

- Mission: Readiness SXSW EDU 2021 Panel: School Lunch, Food Insecurity, and National Security

- Watch the SXSW EDU presentation here (all slides will be shared).



Highlights from the Speakers Bureau

- NBC LX Interview



Highlights from the Speakers Bureau

- *Fighting Weight: How Military Recruiters Take On Obesity, Case By Case* (NPR)
- *Obesity is threatening rural American's ability to serve in the military* (RFD-TV)
- *Obesity severely impacting military mission readiness* (We Are the Mighty)
- *Retired federal, military executives take on hunger caused by school closures* (Federal News Network)
- *Meet the Retired Generals Working to End Childhood Obesity for a Fitter Force* (Military.com)
- Webinar from *Breaking Point* report release
- Webinar from *Bridging the Summer Meals Gap* report release
- Hill releases

History of Mission: Readiness work on Nutrition

- Major General Lewis Hershey



History of Mission: Readiness work on Nutrition

- One-third of recruits rejected during WWII due to malnutrition.
- Hershey testified in support of a national school lunch program; national security became a driving force in legislative debate around creation.
- The program grew over the years – and through different reauthorizations – other nutrition programs like WIC and SNAP were created.
- Program evolved over the years and needed updating.

History of Mission: Readiness work on Nutrition

- Mission: Readiness formed in response to DoD data showing that 71% of young adults were unable to serve.
- Obesity – leading medical reason.
- Exists to ensure kids grow up prepared to succeed in the military or whatever they choose. All options on the table.

History of Mission: Readiness work on Nutrition

- Mission: Readiness was created in 2009 – just around the time that Congress was considering a major reauthorization of the Child Nutrition Act.



History of Mission: Readiness work on Nutrition

- Mission: Readiness played a critical role in securing passage of the Healthy, Hunger-Free Kids Act.

- The law resulted in healthier school meals, and removal of billions of calories of junk food and soda from schools.



History of Mission: Readiness work on Nutrition



History of Mission: Readiness work on Nutrition

- For most of our history, Mission: Readiness has been playing defense – protecting these gains.
- Last reauthorization was expected in 2015.
- Things took time to implement – biscuit example
- We are still awaiting reauthorization; there seems to be bipartisan interest in a reauthorization – and many of the concerns now are more “settled” than before

History of Mission: Readiness work on Nutrition

- Rollbacks during the last administration – flavored milk
- Pandemic reforms



CORONAVIRUS

Opinion | Why Covid-19 Threatens Military Readiness — and How School Lunch Can Help

The pandemic has exposed flaws in the federal school and summer lunch program, but we can fix them.


MISSION:
READINESS
COUNCIL FOR A STRONG AMERICA

Phrases to Use and Avoid

- Evolution in our messaging
- Person-Forward Language
- Healthy at Every Size Movement
- Obesity continues to be a problem at all ages
- Hunger and Obesity
- Best Practices
- Pivoting