

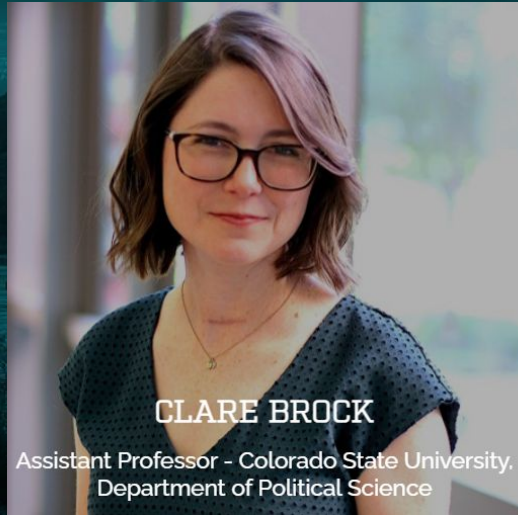
WORKSHOP: Telling Your Story: How to Connect, Talk, and Influence Media & Elected Officials

Track: Bringing Policy Down To Earth

THANK YOU TO OUR EVENT SPONSORS!
¡GRACIAS A TODAS LAS ORGANIZACIONES QUE FORMAN PARTE DE LA CUMBRE ALIMENTICIA 2023!



SPEAKERS





Writing Policy Briefs

Clare Brock, PhD

What is a policy brief?

A “short document that uses graphics and text to summarize the key elements of one or multiple researches and provides a succinct explanation of a policy issue or problem, together with options and specific recommendations for addressing that issue or problem” ([source](#)).

Clark-Fox Policy Institute
BROWN SCHOOL, AT WASHINGTON UNIVERSITY

Amplifying impact by connecting evidence to policy

CHILD WELL-BEING SERIES PART 2 OF 3

Food for Thought

Food insecurity undermines learning outcomes and academic success

The Supplemental Nutrition Assistance Program (SNAP) plays a critical role in lifting children and families out of poverty, ameliorating the harmful effects of food insecurity.¹ SNAP is the most effective government-run program to address hunger in the United States. It has been shown to improve child health, mental health, development, and growth, and to promote better academic outcomes and long-term economic self-sufficiency. Despite its well-documented success, SNAP is once again on the chopping block. On October 5, 2017, shortly after the 40th anniversary of the implementation of SNAP, the House passed a budget resolution that would cut \$150 billion from anti-poverty programs including SNAP.² Furthermore, a significant shift to state authority over the program – in the form of block grants – has the potential to further reduce access to proper food and nutrition for poverty-impacted children and families. Among children in the United States already living in low-income households, these budget cuts place nearly half at risk of malnutrition and food insecurity.³

Food Insecurity and Education

Children who are hungry do not perform as well in school as children who are well-nourished. Being hungry makes it difficult to concentrate, to absorb information and to engage with teachers and other students. In the United States, one in five children experiences food insecurity. This is one of the highest rates of hunger among all developed countries.⁴ Food insecurity has detrimental effects on all domains of children's health, development, and well-being. The effects of food insecurity on academic outcomes are particularly acute. Children who do not have access to

sufficient, regular sources of nutrition are more likely to miss school, have lower scores in core subjects such as reading and math, and are less engaged in school.

The average SNAP participant receives only \$125, disbursed once a month. These limited benefits often do not provide enough resources to feed children for an entire month. As a result, as the month progresses, children are more likely to experience hunger and get lower test scores.⁵ Research has demonstrated that children who receive consistent nutrition perform better on school tests. A recent study by Mary Kiskaly, dean of the Brown School at Washington University in St. Louis, found that SNAP participation played a significant role in promoting better academic outcomes for children experiencing nutritional deprivation, particularly in lowering the risk of repeating a grade.

Black and Hispanic families proportionately experience the greatest amount of food insecurity. However, in terms of absolute numbers, white families are the largest recipients of SNAP benefits.

Percent of food insecure households vs. SNAP participation in 2015

| Race/Ethnicity | % Food Insecure Households | % SNAP Participation |
|--------------------|----------------------------|----------------------|
| ALL | ~15% | ~25% |
| NON-HISPANIC WHITE | ~20% | ~18% |
| HISPANIC | ~18% | ~12% |
| OTHER | ~15% | ~8% |

Source: Census Bureau, 2014. Brookings/Urban Institute, 2015. [Clark-Fox Policy Institute, Brown School at Washington University](#)

Food insecure households with children < 6 yrs, pre- and post-recession and the Recovery Act of 2009

| Year | Percentage of Food Insecure Households |
|------|--|
| 2006 | ~10% |
| 2007 | ~12% |
| 2008 | ~15% |
| 2009 | ~18% |
| 2010 | ~15% |
| 2011 | ~12% |
| 2012 | ~10% |
| 2013 | ~11% |
| 2014 | ~12% |
| 2015 | ~13% |

SNAP was expanded as part of the Recovery Act of 2009 in response to the Great Recession. As a result, food insecurity dropped dramatically between 2008 – 2015. Despite consistent funding cuts since the Act expired in 2013, SNAP continues to serve a critical and far-reaching role in promoting child nutrition and well-being. Any additional cuts will have dire consequences on children's long-term ability to succeed academically and achieve economic self-sufficiency.

1. Harbeck, L., Thurman, A., & Parker, G. (2016). Food for Thought: Food insecurity undermines learning outcomes and academic success. St. Louis, MO: The Clark-Fox Policy Institute, Brown School at Washington University in St. Louis.

Supplemental Nutrition Assistance Program (SNAP)^{1,2}

- 3 out of every 2 recipients are children
- 70% of eligible families with children participate
- In 2012, 2.1 million children rose above the poverty level due to SNAP
- 87% of the working poor at least partly rely on SNAP

FOOD INSECURITY AFFECTS CHILDREN'S SCHOOL ENGAGEMENT AND ACADEMIC SUCCESS.³

Food insecure children are more likely to:

- Miss school
- Get lower scores in reading and math
- Repeat a grade in school

Food insecure children are less likely to:

- Be engaged in school
- Graduate from high school

CHILD HUNGER*
1 in 8 children in the United States experience food insecurity

Racial disparities:

- 3 out of every 3 Black and Hispanic children
- 1 out of every 6 white children

1. Child Trends (2016). (2016). Food insecurity: Indicators of Child and Youth Well-Being. Retrieved from: <https://www.childtrends.org/indicators/food-insecurity/>

2. <https://www.usda.gov/programs/food-insecurity/>

3. Behrns, M., Mercado, M., & McKay, M. (2016). A Protective Association between SNAP Participation and Educational Outcomes Among Children of Economically Strained Households. *Journal of Hunger & Environmental Nutrition*, 12(2), 181-192. DOI: 10.1080/15323043.2016.1227754

4. <http://www.researchwell.com/under-trumps-new-budget-if-you-dont-work-you-dont-eat-regulations-are-breaking-674749>

5. Behrns, M., Mercado, M., & McKay, M. (2016). A Protective Association between SNAP Participation and Educational Outcomes Among Children of Economically Strained Households. *Journal of Hunger & Environmental Nutrition*, 12(2), 181-192. DOI: 10.1080/15323043.2016.1227754

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Utility of Policy Briefs

Policymakers & people in media have limited time and multiple demands on their attention, also most likely to accept information that confirms existing beliefs or fits into news cycle.

- Policy briefs do *not* persuade or change minds on partisan issues

Why policy reports are useful:

- Help **set the policy agenda** - select issues that may be considered
- **Define the problem** - explain how a current issue is changing and what the stakes might be
- **Advocate for research and evidence based policy** - use high quality information to help inform government decisions.

Types of problems that policy briefs address

Examples of change or problems that can be addressed through a policy brief:

- Laws (at all levels of government)
- Administrative policies/regulations
- Agency funding priorities
- Organizational practices
- Program implementation

Who might write policy briefs?

Interest groups & advocates

Researchers & academics

Nonprofits

Organizations and associations

Credibility matters: Being a trusted source of information is important to preserve an ongoing relationship with a policymaker.

Who should policy briefs target?

Policy makers have authority to determine policies. Examples:

| National | State/region | District/local |
|--|---|--|
| <ul style="list-style-type: none">• President• Members of Congress• Federal agencies | <ul style="list-style-type: none">• Governor• State representatives• Members of state legislature• State agencies• State governing bodies | <ul style="list-style-type: none">• Mayors• City councils• Local school boards |

What makes for a good policy brief?

Policymakers typically spend **30-60 minutes** reading about a particular issue, so these briefs should be:

- Short (often 2 pages or less)
- User friendly / Easy to understand
- Visually appealing

Focus on providing information of interest and clear recommendations for action & potential consequences of action.

Structure

- **Title:** A good title quickly communicates the contents of the brief in a memorable way.
- **Executive Summary:** This section is often one to two paragraphs long; it includes an overview of the problem and the proposed policy action.
- **Context or Scope of Problem:** This section communicates the importance of the problem and aims to convince the reader of the necessity of policy action.
- **Policy Alternatives:** This section discusses the current policy approach and explains proposed options. It should be fair and accurate while convincing the reader why the policy action proposed in the brief is the most desirable.
- **Policy Recommendations:** This section contains the most detailed explanation of the concrete steps to be taken to address the policy issue.
- **Appendices:** If some readers might need further support in order to accept your argument but doing so in the brief itself might derail the conversation for other readers, you might include the extra information in an appendix.
- **Consulted or Recommended Sources:** These should be reliable sources that you have used throughout your brief to guide your policy discussion and recommendations.

Suggested structure from [UNC Writing Center](#)

Substance & Content tips

Clearly define the problem & its timeliness / importance

Stay focused and niche

Avoid jargon & technical terms when possible

Use visualizations

Rely on evidence & data

- [Some evidence](#) that policymakers prefer data-centered to story-centered arguments

Outline potential solutions

Include references and links to more detailed findings / information

Visual tips

To create a visually appealing brief rely on:

Call outs!

- Bulleted lists

Graphics and tables

Boxes and side bars

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CHILD WELL-BEING SERIES PART 2 OF 3

Food for Thought

Food insecurity undermines learning outcomes and academic success

The Supplemental Nutrition Assistance Program (SNAP) plays a critical role in lifting children and families out of poverty, ameliorating the harmful effects of food insecurity.¹ SNAP is the most effective government-run program to address hunger in the United States. It has been shown to improve child health, mental health, development, and growth, and to promote better academic outcomes and long-term economic self-sufficiency. Despite its well-documented success, SNAP is once again on the chopping block. On October 5, 2017, shortly after the 40th anniversary of the implementation of SNAP, the House passed a budget resolution that would cut \$150 billion from anti-poverty programs including SNAP.² Furthermore, a significant shift to state authority over the program – in the form of block grants – has the potential to further reduce access to proper food and nutrition for poverty-impacted children and families. Among children in the United States already living in low-income households, these budget cuts place nearly half at risk of malnutrition and food insecurity.³

sufficient, regular sources of nutrition are more likely to miss school, have lower scores in core subjects such as reading and math, and are less engaged in school. The average SNAP participant receives only \$125, disbursed once a month. These limited benefits often do not provide enough resources to feed children for an entire month. As a result, as the month progresses, children are more likely to experience hunger and get lower test scores.⁴ Research has demonstrated that children who receive consistent nutrition perform better on school tests. A recent study by Mary Kiskaly, dean of the Brown School at Washington University in St. Louis, found that SNAP participation played a significant role in promoting better academic outcomes for children experiencing nutritional deprivation, particularly in lowering the risk of repeating a grade.

Black and Hispanic families proportionately experience the greatest amount of food insecurity. However, in terms of absolute numbers, white families are the largest recipients of SNAP benefits.

Percent of food insecure households vs. SNAP participation in 2015

| Group | % Food Insecure Households | % SNAP Participation |
|----------|----------------------------|----------------------|
| WHITE | ~12% | ~18% |
| BLACK | ~18% | ~15% |
| HISPANIC | ~15% | ~10% |
| OTHER | ~12% | ~8% |

Food Insecurity and Education

Children who are hungry do not perform as well in school as children who are well-nourished. Being hungry makes it difficult to concentrate, to absorb information and to engage with teachers and other students. In the United States, one in five children experiences food insecurity. This is one of the highest rates of hunger among all developed countries.⁵ Food insecurity has detrimental effects on all domains of children's health, development, and well-being. The effects of food insecurity on academic outcomes are particularly acute. Children who do not have access to

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Food insecure households with children < 6 yrs, pre- and post-recession and the Recovery Act of 2009

| Year | Percentage |
|------|------------|
| 2006 | ~12% |
| 2007 | ~15% |
| 2008 | ~18% |
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SNAP was expanded as part of the Recovery Act of 2009 in response to the Great Recession. As a result, food insecurity dropped dramatically between 2008 – 2013. Despite consistent funding cuts since the Act expired in 2013, SNAP continues to serve a critical and far-reaching role in promoting child nutrition and well-being. Any additional cuts will have dire consequences on children's long-term ability to succeed academically and achieve economic self-sufficiency.

1. Harville, L., Thurman, A., & Parker, G. (2016). Food for Thought: Food insecurity undermines learning outcomes and academic success. St. Louis, MO: The Clark-Fox Policy Institute, Brown School at Washington University in St. Louis.

Endnote

1. Child Trends DATA BANK. (2016). Food insecurity: Indicators of Child and Youth Well-Being. Retrieved from: <https://www.childtrends.org/indicators/food-insecurity/>
2. <https://www.usdoj.gov/opr/rtos/news/pressroom/14/sep2015/05/04/snap-has-been-45-years-since-the-food-stamps-act/>
3. Behrns, N., Mercado, M., & McKay, M. (2016). A Protective Association between SNAP Participation and Educational Outcomes Among Children of Economically Strained Households. *Journal of Hunger & Environmental Nutrition*, 12(2), 181-193. DOI: 10.1080/15322049.2016.1227754
4. <http://www.researchweek.com/under-trumps-new-budget-if-you-dont-work-you-dont-eat-regulations-are-breaking-074749>
5. Behrns, N., Mercado, M., & McKay, M. (2016). A Protective Association between SNAP Participation and Educational Outcomes Among Children of Economically Strained Households. *Journal of Hunger & Environmental Nutrition*, 12(2), 181-193. DOI: 10.1080/15322049.2016.1227754

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SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM (SNAP)^{1,2}

3 out of every 2 recipients are children

76% of eligible families with children participate

In 2012, 2.1 million children rose above the poverty level due to SNAP

87% of the working poor at least partly rely on SNAP

FOOD INSECURITY AFFECTS CHILDREN'S SCHOOL ENGAGEMENT AND ACADEMIC SUCCESS.^{3,4}

Food insecure children are more likely to:

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- Repeat a grade in school

Food insecure children are less likely to:

- Be engaged in school
- Graduate from high school

CHILD HUNGER⁵

1 in 8 children in the United States experience food insecurity

Racial disparities:

- 3 out of every 3 Black and Hispanic children
- 1 out of every 6 white children

1. Child Trends DATA BANK. (2016). Food insecurity: Indicators of Child and Youth Well-Being. Retrieved from: <https://www.childtrends.org/indicators/food-insecurity/>

2. *Measuring Up for Health*. (2015). Health Equity Series: Food Insecurity. Retrieved from: <https://www.mucw.org/wp-content/uploads/2015/05/Health-Equity-Series-Food-Insecurity.pdf>

3. Behrns, N., Tink, K., Coleman-Jones, A., & Guthrie, J. (2017). Children's food security and SNAP/EBL Nutrition Programs: Linked to better outcomes of children. <https://www.ksrepublican.com/news/food-security-and-snap-ebn-nutrition-programs-linked-to-better-outcomes-of-children>

4. Behrns, N., Mercado, M., & McKay, M. (2016). A Protective Association between SNAP Participation and Educational Outcomes Among Children of Economically Strained Households. *Journal of Hunger & Environmental Nutrition*, 12(2), 181-193. DOI: 10.1080/15322049.2016.1227754

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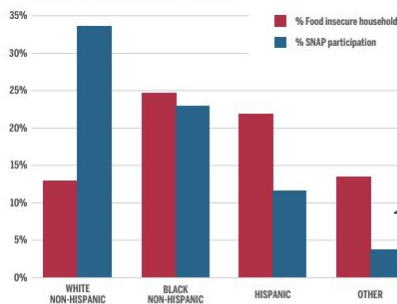
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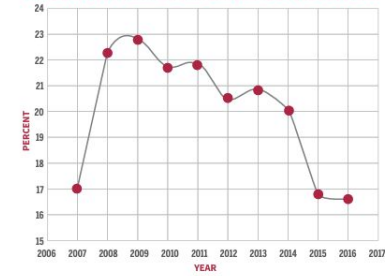
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1. Markovitz, L., Thurman, A., & Parker, G. (2018). *Food for Thought: Food Insecurity undermines learning and academic success*. St. Louis, MO: The Clark-Fox Policy Institute at Washington University in St. Louis.

Endnotes

- Child Trends DATA BANK. (2016). Food Insecurity: Indicators of Child and Youth Wellbeing. Retrieved from: <https://www.childtrends.org/indicators/food-insecurity/>.
- <https://www.washingtonpost.com/news/posteverything/wp/2017/09/29/oh-snap-its-been-40-years-since-the-food-stamps-act/>
- Beharie, N., Mercado, M., & McKay, M. (2016). A Protective Association between SNAP Participation and Educational Outcomes Among Children of Economically Strained Households, *Journal of Hunger & Environmental Nutrition*, 12(2), 181-192. DOI: 10.1080/19320248.2016.1227754
- <http://www.newsweek.com/under-trumps-new-budget-if-you-dont-work-you-dont-eat-republicans-are-kicking-679749>
- Beharie, N., Mercado, M., & McKay, M. (2016). A Protective Association between SNAP Participation and Educational Outcomes Among Children of Economically Strained Households, *Journal of Hunger & Environmental Nutrition*, 12(2), 181-192. DOI: 10.1080/19320248.2016.1227754

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Relevant data

Links to resources

Relevant data

Sidebar of quick stats / facts

SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM (SNAP)^{1,2}

- 2 out of every 3 recipients are children
- 70% of eligible families with children participate
- In 2013, 2.1 million children rose above the poverty level due to SNAP
- 83% of the working poor in Missouri participate

FOOD INSECURITY AFFECTS CHILDREN'S SCHOOL ENGAGEMENT AND ACADEMIC SUCCESS.^{3,4}

Food insecure children are more likely to:

- Miss school
- Get lower scores in reading and math
- Repeat a grade in school

1 in 5 children in the United States experience food insecurity

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2. Missouri Foundation for Health. (2015). Health Equity Series: Food Insecurity. Retrieved from: <https://mfhf.org/wordpress/wp-content/uploads/2016/04/Health-Equity-Series-Food-Insecurity.pdf>

3. Ralston, K., Trean, K., Coleman-Jensen, A., & Guthrie, J. (2017). Children's Food Security and USDA Child Nutrition Programs. United States Department of Agriculture. <https://www.ers.usda.gov/topics/food-nutrition-assistance/food-security-in-the-us/key-statistics-graphics.aspx>

4. Beharie, N., Mercado, M., & McKay, M. (2016). A Protective Association between SNAP Participation and Educational Outcomes Among Children of Economically Strained Households, *Journal of Hunger & Environmental Nutrition*, 12(2), 181-192.

5. Missouri Foundation for Health. (2015). Health Equity Series: Food Insecurity. Retrieved from: <https://mfhf.org/wordpress/wp-content/uploads/2016/04/Health-Equity-Series-Food-Insecurity.pdf>

Recap Policy Suggestions

Problem definition & solution

Background & importance

Workshop

1. Define your policy problem
 - a. Keep it simple & limited (don't try to solve a global problem in one go)
 - b. Consider what level of government will address this problem and how
 - c. Try to explain it in 2-3 sentences
2. Why is it important?
 - a. Who is impacted? (Stakeholders?)
 - b. Why does it need to be addressed RIGHT NOW
 - c. What might the social, political, or financial implications / consequences be?
3. How could government solve this problem?
 - a. Which level of government should address this problem? Don't take a federal regulatory problem to the CO General Assembly; don't take a General Assembly problem to city government
4. What kind of evidence can you use?
 - a. Do you know of any data, evidence, or proof that will support your position?
 - b. What additional resources or websites could you refer people to if they want to learn more about your issue?

More Resources

Sample Briefs:

National Sustainable Agriculture Coalition: [Issue Brief on Meat Processing](#)

Belfer Center: [Policy Brief on AI and Security Implications](#)

Harvard Kennedy School: [Policy Brief on Automatic Health Insurance Policies](#)

Clark Fox Institute: [Policy Brief on Food Security](#)

Additional Guides:

University of Iowa: [Guide to Writing Policy Briefs](#)

UNC Writing Center: [Tips & Tools for Policy Briefs](#)

Get Involved & Hone Skills:

[Fellows Award - Rocky Mountain Farmers Union \(rmfu.org\)](#)

[COFSAC – Colorado Food Systems Advisory Council](#)

Webinar: The Colorado Food Systems Advisory Council

This informative and interactive webinar is for anyone who wants to learn more about the Colorado Food System Advisory Council.

Participants will:

- will leave with an awareness about COFSAC, the working groups, and how to get involved, and
- will develop connections with members of the Colorado Food Systems Advisory Council and other coalition and council members to more easily reach out for future questions or support.

February 14, 2024, 12:00PM - 1:00PM MT

Register here: <https://bit.ly/COFSACWebinar>



Intro to the media landscape

And how to pitch them!

Local/statewide media

- Newspapers/digital only
 - The big, obvious ones: Denver Post, Colorado Sun, Coloradoan, The Gazette
 - Still a strong, local newspaper presence statewide: Summit Daily, Aurora Sentinel, Colorado Community Media
- Radio
 - Public radio member stations: CPR News, KUNC, Aspen Public Radio
 - Community stations: KGNU
 - Still have a digital presence!
- TV
 - 9news, Denver7, KOAA, KJCT
 - More centralized,

National/regional outlets

- Some national publications have local reporters/bureaus
 - Jack Healy w/ NYT, Karin Brulliard with WaPo, AP bureau
- Doesn't have to be legacy media!
 - High Country News, The Fence Post, High Plains Journal, Outside Magazine

How to choose who to pitch

- Is your story relevant to a news organization's audience?
- Does an outlet have someone who covers agriculture/climate change/etc?
- Is your story relevant to something happening nationwide?

MSU Denver media contact: Tim Carroll, Cell 303-870-7705

MSU Denver Spanish-language media contact: Keylen Villagrana, Cell 720-878-7543

Charlie Papazian Brewing Education Lab opens at MSU Denver

WHAT: Metropolitan State University of Denver is opening its newly constructed [Charlie Papazian Brewing Education Lab](#). Named in honor of the craft beer legend who founded the Great American Beer Festival, the nearly 1,500 square-foot facility will help students better prepare for careers in the brewing industry. The lab contains a 3 ½-barrel commercial brewing system that will enable students to design, brew and serve student-developed beers on campus once a new liquor license is secured. MSU Denver's School of Hospitality, in partnership with Sage Hospitality, plans to transition the adjoining [Degree Metropolitan Food + Drink](#) restaurant into a new on-campus brewpub.

WHEN/ WHERE:

Wednesday, Sept. 20, 2023 | 4 – 5p.m.

Metropolitan State University of Denver – School of Hospitality 1st Floor

1190 Auraria Parkway, Denver, CO 80204

Welcome: Annie Butler, M.A., interim dean of the MSU Denver School of Hospitality

Congratulations: Janine Davidson, Ph.D., president of MSU Denver

Current student: Christopher Eastman

Recent alumni: Andrew Seidenstat

[News Group] A “Snappy” Ed Sheeran Inspired Twist on PSL | Local Roasters Canned Coffee

External



Inbox x



Patented Tech Makes Hot Coffee Chill in a Snap mary@cieliconsulting.biz via cprmail.org

to News ▾

2:15 PM (1 hour ago)



Hi Emily,

Working on any coffee/pumpkin spice latte trend stories? Ed Sheeran's highly anticipated album [Autumn Variations & Starbucks Pumpkin Spice Lattes partnership](#) is inspiring coffee lovers everywhere.

Check out these [amazing](#) Snapchilled canned coffee pumpkin spice options (available online) [Traction Coffee](#) - a local brand based in Colorado & [Perkatory Coffee](#) (based in Connecticut), inspired by Sheeran's song:

“Yeah, I'm tryna feel amazin', Yeah, but I can't get out of my way and Yeah, wish I could feel amazin', But this is all that I can feel today.”

[Snapchill](#), a patented heat-exchange company, partners with over 200 roasters to take hot brewed coffee down to chilled “in a snap” in order to capture aromatics that would otherwise be lost as hot coffee cools down.

Using “snapped” coffee means the nuances of the roasters' beans - like pumpkin spice from Traction & Perkatory Coffee - are opened up to showcase a coffee-forward flavor experience.

For more ways to stay “snappy” this pumpkin spiced season, check out Snapchill's roasters and how to snap your coffee at <https://snapchill.com/>.

Is this an angle you'd like to approach/something you'd like to share with your audience? Looking forward to your feedback! Thanks so much for considering, additional details below, and happy to connect you with the roasters and Snapchill for more “flavor”!

Thank you again,

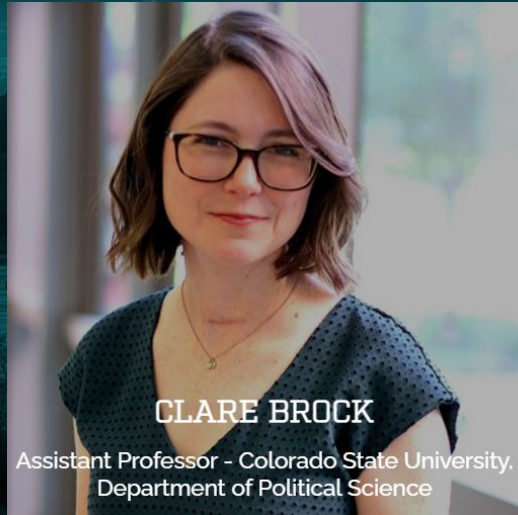
Mary

+++

Stay in touch!



SPEAKERS



What is one action that you are likely to do or do differently as a result of this session?



WHAT'S NEXT?

Breakout Two - 10:45am-12:15pm

1. **Bringing Policy Down To Earth** - What the "Right to Farm" Means in 2023: Contextualizing the Right to Farm with Indigenous Food Sovereignty - EAST BREAKOUT
2. **Key Factors in Agriculture** - Useful Tech that Scales - WEST BREAKOUT
3. **OPTION A) Young Leaders** - Sourcing your Colorado specialty - CLASSROOM 1 (*open to all*)
OPTION B) Young Leaders - Collaborating Through Community - SHOW ARENA (*open to young leaders only*)
OPTION C) Young Leaders - How to Navigate Food Waste & Scrappy Cooking - CLASSROOM 2
4. **Connecting Supply and Demand** - WORKSHOP: Developing a Colorado Farm to School Road Map: How to Get More Colorado Products into Schools - SHOW ARENA
5. **Effective Approaches to Addressing Hunger** - Beyond Free Food: Changing the Status Quo on Hunger Relief. - AUCTION ARENA

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