



Keeping Schools Involved With Summer Meals Webinar

Thursday, April 3, 2014
2:00 - 3:00 pm EDT



For audio please dial:

1-800-988-0278

Passcode:

5870095#

Kristin Caulley

USDA Food and Nutrition Service
External and Government Affairs



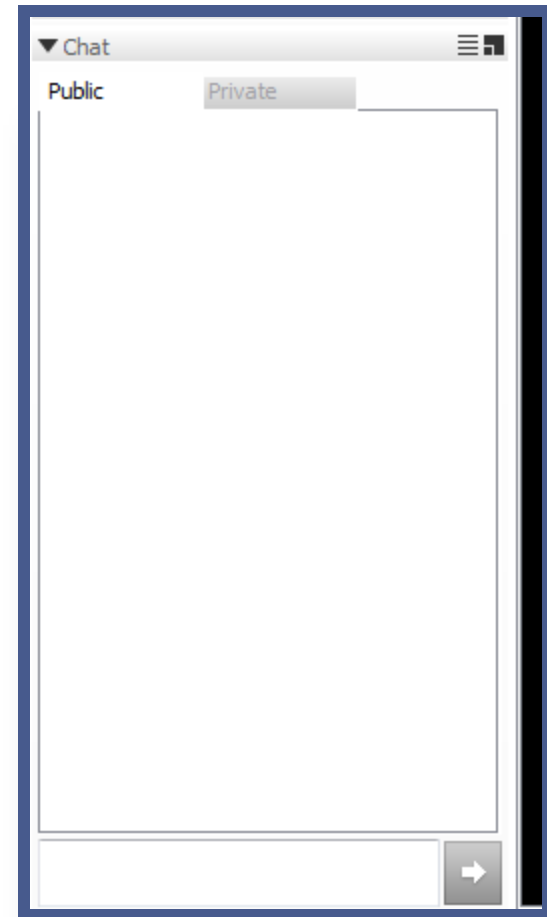
Webinar Moderator

Ask questions!

Type a question in the text field in the lower left hand corner at any time

Or

Dial *1 on your telephones to ask a question by phone during the Q&A period



Audrey Rowe

Administrator

Food and Nutrition Service





Dr. Jonathan Brice

Deputy Assistant Secretary in the Office of Elementary and Secondary Education, Department of Education

Summer Food Service Program Basics

- Funds provided by federal government
- Each State Agency administers program
- Low-income kids and teens 18 years old and younger receive free, nutritious meals
- Operates when school is not in session



Organizations, schools, local gov't agencies, etc. serve the free, nutritious meals at safe and convenient sites in communities

Why You Should Get Involved?

- In 2013, 21 Million children received free or reduced priced meals during the school year
- But during Summer 2013, we only reached a fraction of eligible children with summer meals

USDA needs your help to reach the hungry children not receiving summer meals



Only 1 out of 6 kids
that gets free or reduced priced
school meals receive summer
meals



Millions of kids and teens are at-risk of going hungry this summer

Why are we reaching only 1 out of 6 hungry kids with summer meals?

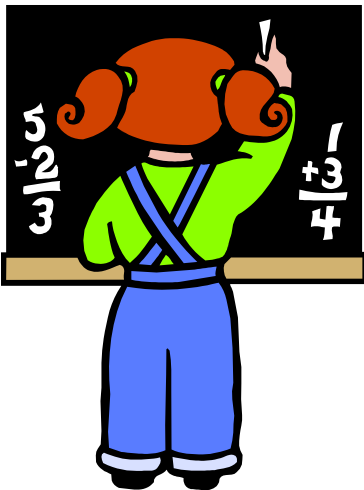
- Most school close during the summer months
- Families don't know about the program or where the sites are located
- Lack of sponsors and sites
- Lack of transportation to summer meals sites
- Lack of volunteers to help sites
- Lack of knowledge in the community about the program and the need

You can help in many ways



What is at stake?

- Hunger prevents kids from reaching their full potential.
- Hungry kids are less likely to perform as well in school.
- Kids are more likely to get sick
- They are less likely to succeed and thrive



Share or Strength:

www.nokidhungry.org/problem/overview

Why is important for Schools to Get Involved?

- They are trusted by the parents and the community
- Kids and parents know the location
- They are already part of the School lunch and breakfast program
- They have the capacity to operate the program



Simplified Application

- Application process is easier

http://www.fns.usda.gov/sites/default/files/SP07_SFSP04-2013.pdf



Benefits Children, Families & Communities

- Gives children the food they need when they are out of school to keep learning, playing, and growing
- Helps families with tight food budgets
- Helps to keep operation running, maintain a steady flow of income, and provide employment
- Brings steady revenue to the community



Get Involved!

- Become a Sponsor
 - Have access to kitchen to prepare meals
 - Reimbursed for administrative costs
- Be a feeding site
- Become a Vendor
- Use of kitchen facilities
- Utilizing outdoor facilities
- Educate parents





United States Department of Agriculture
Food and Nutrition Service

Summer Feeding Options for Schools - Policies

Mandana Yousefi
Program Analyst,
Child Nutrition Programs,
Food and Nutrition Service

Options for Schools in the Summertime

- Traditional SFSP
- Seamless Summer Option
- Traditional Summer School

Or BE A VENDOR!



Summer Food Service Program

- Schools and School Food Authorities
 - As sponsors/sites/vendor
 - Sponsoring non-school sites
- Must operate open sites where eligible
 - 50% of children in attendance are F/RP eligible
- Reimbursed at SFSP Rates
www.fns.usda.gov/sites/default/files/FR-010714_SFSP.pdf
- SFSP Meal Pattern www.fns.usda.gov/sfsp/sfsp-meals-and-snacks (OVS allowed!)
- Outreach to Families

Cutting the Red Tape

- Key Policy:

**SFSP 04-2013 - REVISED, Summer Feeding Options for School Food Authorities
Issued November 23, 2012**

- SFAs in good standing....

- Not required to prove financial and administrative capability.
- School sites may follow the application requirements for experienced SFSP sponsors and sites [7 CFR §225.6(c)].
- Single operating agreement [7 CFR §225.6(e)].
- Training prior to submitting an SFSP application not required. Offer targeted training on SFSP during NSLP trainings!
- Use NSLP procurement and contract standards found in 7 CFR §210.21 and 7 CFR §210.16 in lieu of SFSP standards at 7 CFR §225.17 and 7 CFR §225.15(h)(4)(i)-(xii).
- Waive pre-approval and first week of operation visit [7 CFR §225.7(d)].

Seamless Summer Option of NSLP

- Serve children in the community at large. Schools must be open sites
- NSLP Meal Pattern REQUIRED.
- Reimbursed at the “free” NSLP + SBP rates.
- Reimbursement through the NSLP and SBP.
- Key Policy:

SP 32-2013, 2013 Edition of Questions and Answers for the National School Lunch Program’s Seamless Summer Option Issued March 29, 2013

Traditional Summer School

- Serving meals only to children enrolled in summer school programs
- Key Policies:

HHFKA

NSLP State agencies must ensure that SFAs cooperate with SFSP sponsors to inform families of the availability and location of free summer meals for students when school is not in session [7 CFR 210.12(d)].

**SFSP 07-2013, Expanding Awareness and Access to Summer Meals
Establish working relationships and partnerships among SFAs, SFSP sponsors, and local governments.**

Reimbursement Under NSLP

- Lunches are reimbursed at **\$2.93**, breakfasts at **\$1.58** and snacks at **\$.80** for summer 2014.
- For camp and migrant sites, all suppers served will be reimbursed free rate for lunch or **\$2.93** per meal.
- SFAs that are certified to be in compliance - receive an **additional six cents** of federal cash reimbursement for each lunch served.
- Schools receiving the **\$.02** differential will continue
 - Schools applying for the extra \$.02 can use this time as part of their application process.
- Severe need rate will continue - receive up to **30** cents more for breakfast served

Meals and Meal Service

- SSO sites must offer breakfast to children in the morning hours. Lunches offered between 10:00 am and 2:00 pm
- State agencies may allow SSO sites to operate open or restricted open meal service after the formal lunch time of 10am-2pm.
- Open and restricted open sites have potential flexibilities, work with their State agencies to make accommodations,
 - May include the use of a single age/grade group
- For both school and non-school sites!

Disclosing Student Income Eligibility Information

Non-school SFSP sponsors may request an individual child's eligibility status. Individual children's eligibility status may be shared with SFSP sponsors for the operation of the SFSP; however, SFAs must ensure that the appropriate disclosure procedures are followed.

- In cases in which where SFSP sponsors are serving meals at camp sites or closed enrolled sites, sponsors may request an individual child's eligibility status.
- More information on the disclosure procedures are available in the school meals eligibility manual at www.fns.usda.gov/sites/default/files/EliMan.pdf.
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Recap

- Be Sponsor
- Be a Site
- Be a Vendor
- Use Robo Calls
- Direct to Parents Email and Letters
- Participate/ Host a Kick-Off Event
- Alert the Media!
- Utilize Social Media
- Distribute the Summer Food Rocks! Flyer

Download and distribute Program flyers in your community in both English and Spanish here!

www.fns.usda.gov/sites/default/files/cnd/SMT-FlyersandDoorHangers.pdf



Remember - Everyone Wins When You Sponsor Summer Meals!

- Children at seamless sites can get nutritious meals for free during non-school months.
- Children have access to healthy eating, time to socialize and physical activity.
- Schools receive money to feed children and can offer a summer meal program without additional paperwork
- Cafeteria workers and others in the community can be employed during non-school months.
- Children return to school in the fall ready to learn.



SHARE OUR
STRENGTH®
NO KID HUNGRY

Making Cents of Summer Meals at Schools

Karen Banks

Program Manager, No Kid
Hungry Center for Best
Practices

[Share Our Strength](#)

Summer Meals Focus Groups

Participants

- Low-income families in Maryland, Colorado and Arkansas
- Mix of urban, rural, Spanish and English

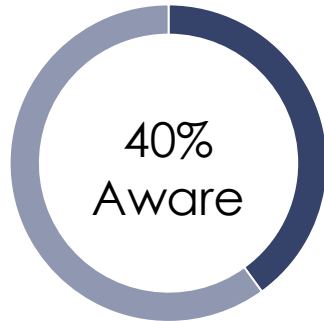
Question Topics

- Familiarity with program
- Barriers to participation
- Perceived benefits
- Site operators and locations
- Messaging

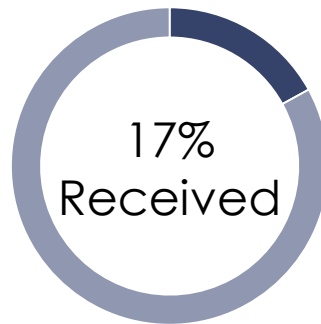


bestpractices.nokidhungry.org/summer-meals/summer-meals-focus-group-findings

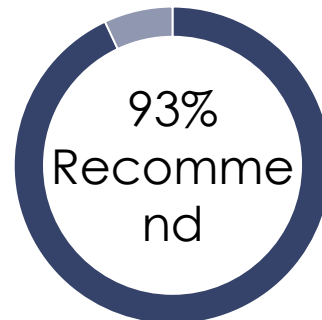
Parents Don't Know About Program



Aware of locations for free summer meals



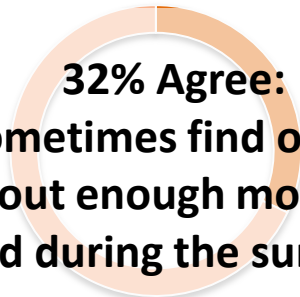
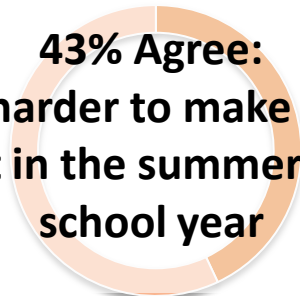
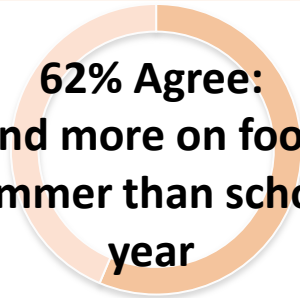
Received a free summer meal



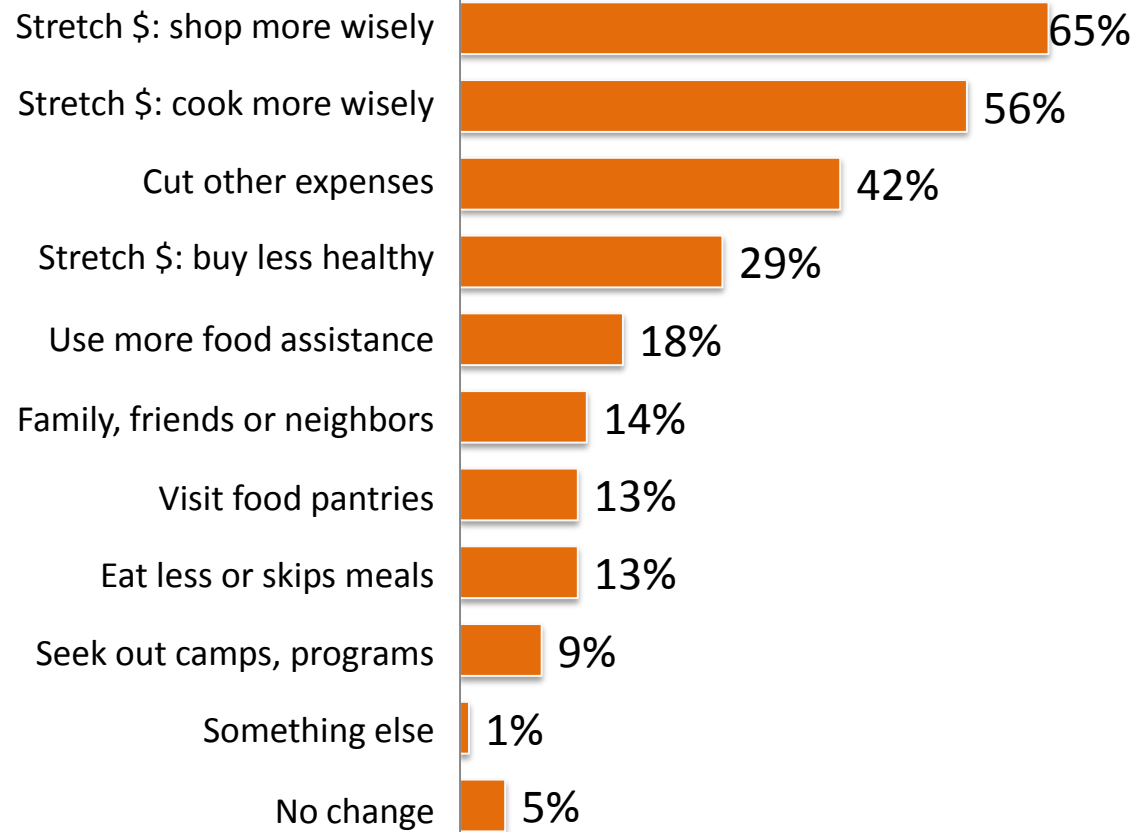
Recommend a meals site to others

For families that spend more in the summer, **47%** report spending an additional **\$300+** in groceries each month

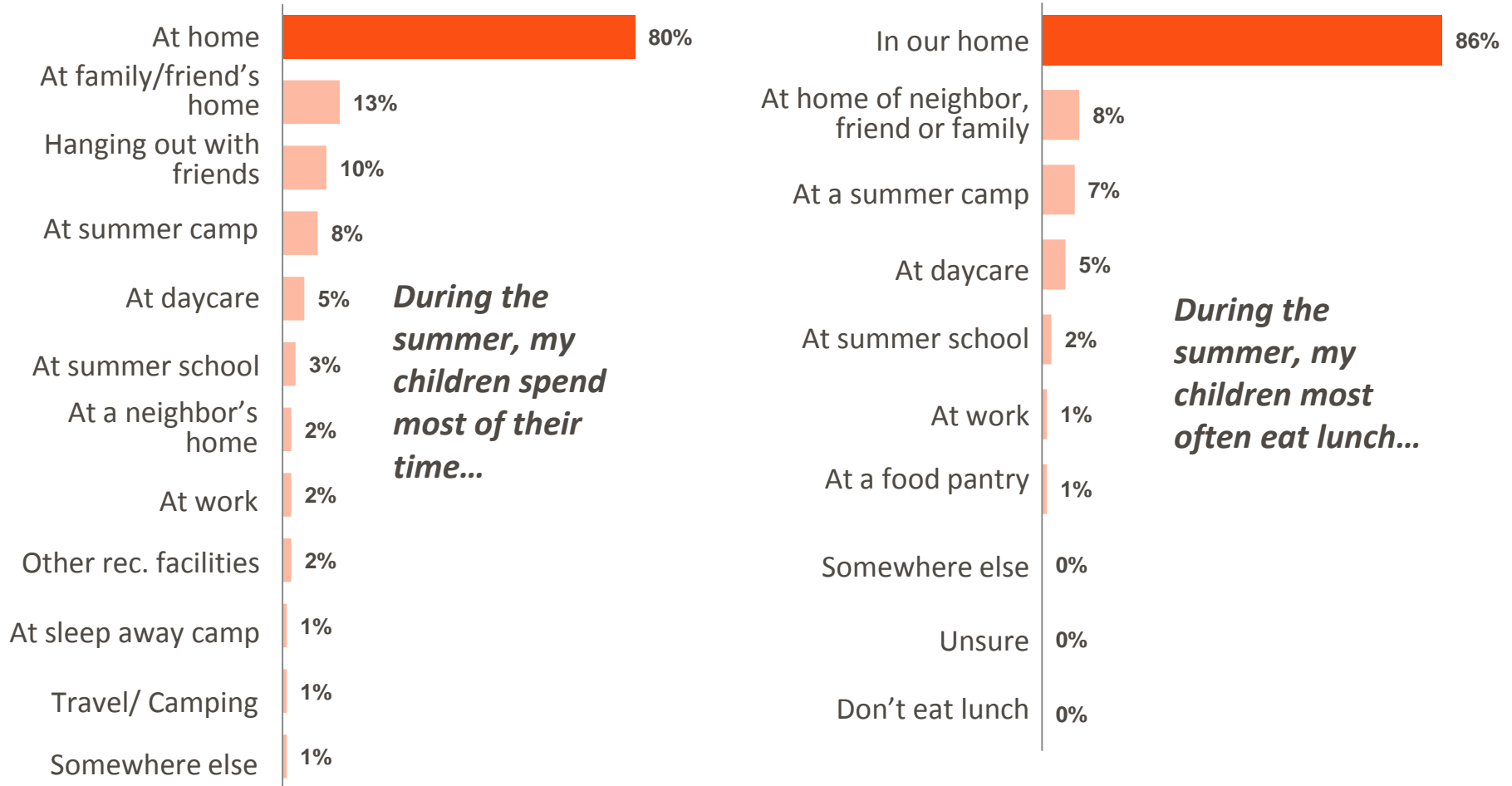
Summer Takes a Toll on Already Tight Budgets



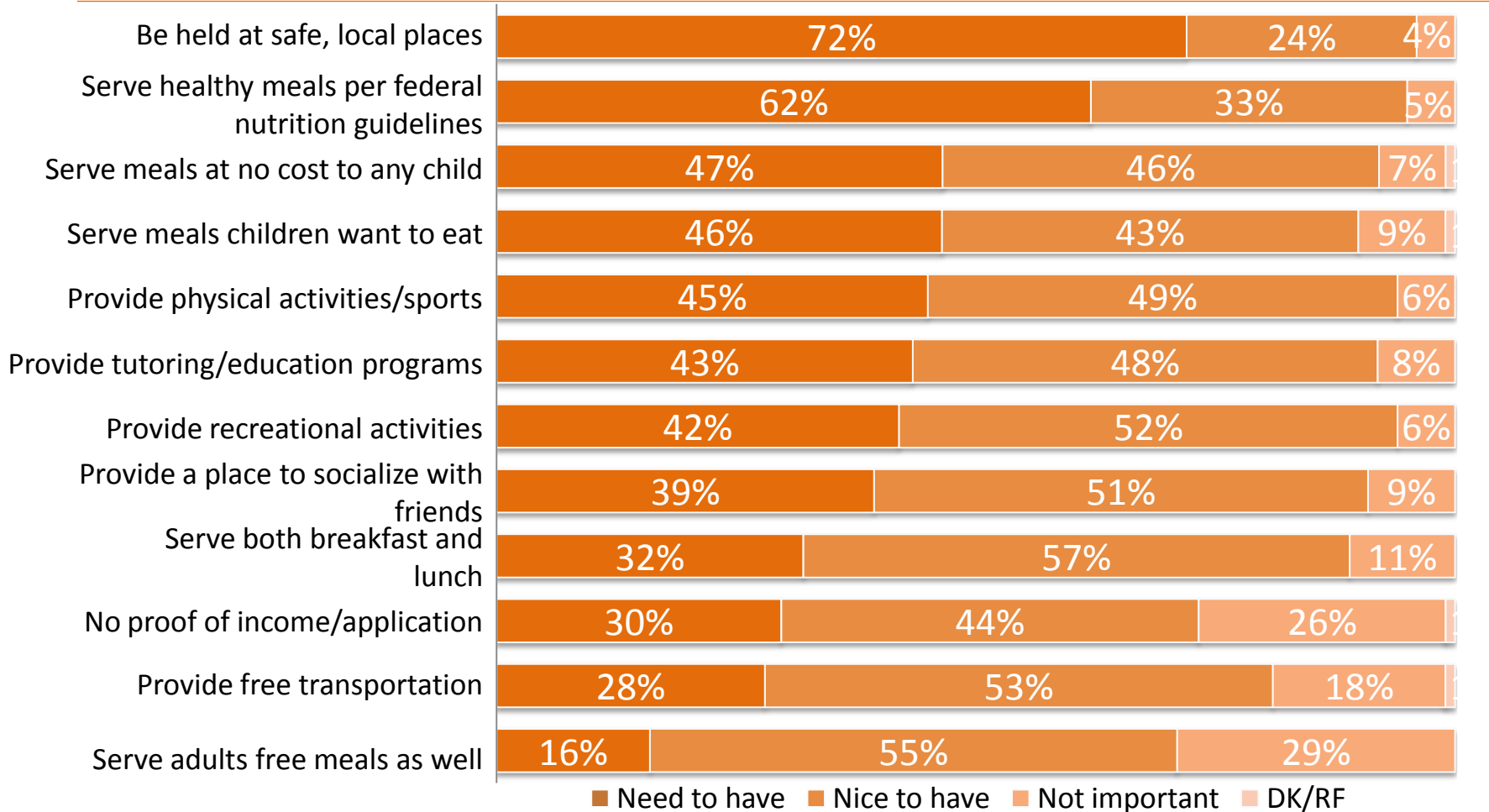
Common Coping Mechanisms



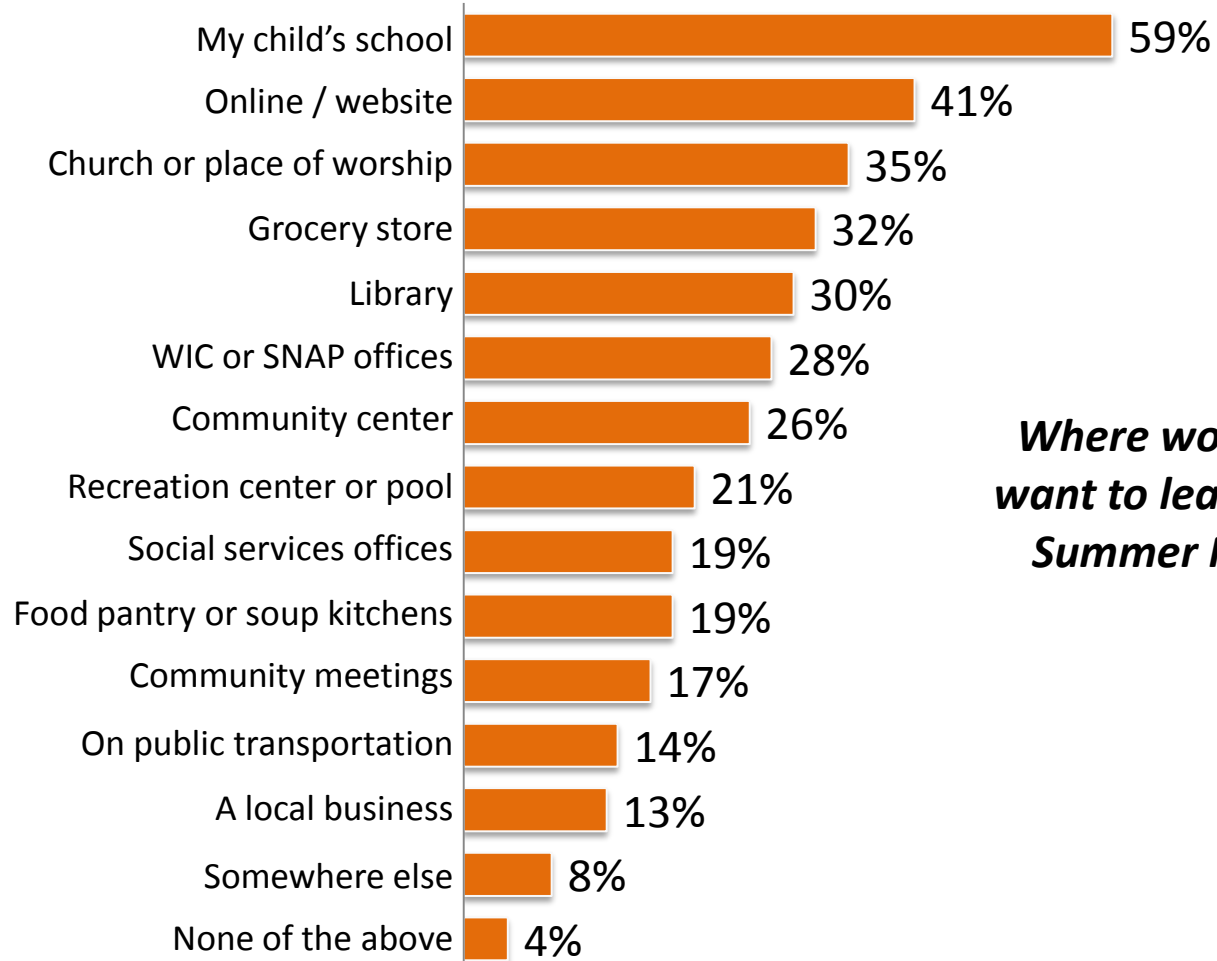
Most Kids are Home, Not in Programs that Serve Meals



Important Service Offered by Summer Meals: safety, healthy, extracurricular activities



Children's Schools are Preferred Messengers for Information



Where would you want to learn about Summer Meals?

Key Takeaways

Additional need for summer food assistance

Structure of program limits reach to kids

Free summer meals programs are appealing to families

- Those who participated in program would participate again (9 of 10 would recommend it)

Awareness is a problem (but not the whole problem)

- Amongst those who do know about it, only 1 in 4 report using summer meals

Investments in summer meals sites should focus on what families value

- Sites and staff are viewed as safe and trustworthy
- Sites are convenient: accessible, open hours that families can come

Schools are a critical stakeholder for summer meals

- Schools are the most trusted source for information
- Fit the bill for as both a summer meals sponsor and site

Making Summer Meals Work for Your School

[View the State of Hunger Map »](#)

No Kid Hungry School Calculator

This is an interactive calculator that provides decision-makers in schools and districts with a business model to understand the financial feasibility of feeding students by maximizing three federal nutrition programs: school breakfast, afterschool meals and summer meals. Based on information entered, results will automatically populate to show users their annual estimated costs, reimbursements and increases in student participation for the meal programs.

School Breakfast



Want to ensure that more students are starting their day off well-nourished and ready to learn? Rethinking school breakfast by serving it after the bell can help more students access breakfast and be ready to succeed in the classroom.

Afterschool Meals and Snacks



Consider offering snacks and meals to your students, which is another opportunity to connect children with free, healthy food after the school day ends.

Summer Meals



Schools are a trusted community location for families and children even when school is out for summer. Determine how your school can help students get the nutrition they need during the summer months.

Overview

- Collaboration with **Deloitte**. pro bono team
- Create an interactive, user-friendly business modeling tool that is data-drive and research based
- For school food administrator, principals, superintendents, school board members...school decision makers

“ *This tool is great for someone who may feel that their 'hands are tied' in terms of expansion and wants evidence to expand.* ”

Purpose

School Food Service Personnel Know the Positive Impacts of School Meals for Kids

Schools / Districts Want to Learn How to Serve More Meals to More Kids in a Cost Viable Way



Greater educational achievement

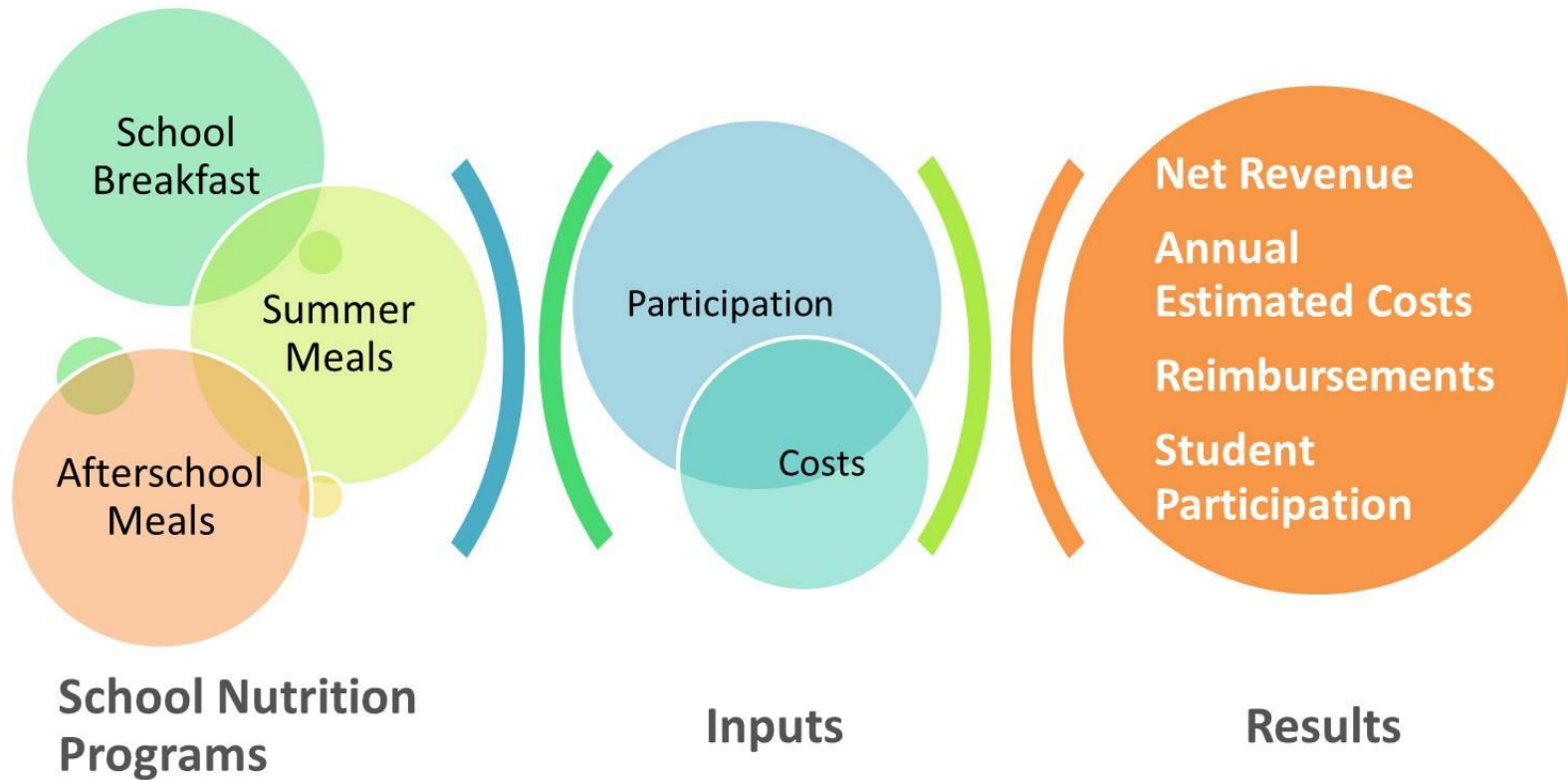


Increased potential wages and economic prospects



No Kid Hungry School Calculator enables key decision makers in schools to understand the financial impact of expanding meal programs

How It Works



NoKidHungry.org/SchoolCalculator

[View the State of Hunger Map »](#)

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Results

For each meal program, the results page shows:

- Participation
- Costs
- Federal reimbursement
- Net revenue

How many students will I feed?		How many meals a year will I serve?	What will my cost per meal be?	What will my total costs be?	What Federal Reimbursement Funds will I earn?	What revenue will I earn from students?	What will my annual net total be?
%	#						
33	200	36,000	\$1.76	\$63,200.00	\$58,266.00	\$11,070.00	\$6,136.00



Thank you!

Karen Banks
kbanks@strength.org
202.888.2058



Schools Success Story

Alexandra G. Molina

M.S., SNS, Director McAllen ISD Food & Nutrition Services

○ Topic:

School District Efforts to Extending Summer

Darlene L. Martin

MS, RD, Director Nutrition Services Branch Long Beach Unified School District

○ Topic:

Innovative ways to stay involved in summer meals despite budgetary challenges



Expanding School Meals A District Perspective

Alexandra G. Molina
Director
McAllen ISD

About Us

- School district along the US/Mexico Border in south Texas
- District demographics includes:
 - 91.9% Hispanic
 - 65.3% At-Risk
 - 67.3% Economically Disadvantaged
 - 27.4% Limited English Proficiency
- District averages 72% breakfast and 80% lunch participation and provides meals at no charge to students under Provision 2.
- Implemented CACFP At-Risk Suppers in January for students in extended care programs.

Barriers to Summer Feeding

- Transportation
- Extending participation in meals past the month of June
- Expanding meal service availability for full day programs
- Spreading the word on summer meals availability

Summer Feeding Numbers

Month	2011-2012		2012-2013		2013-2014 Goals	
June	58,775 L	33,532 B	59,257 L	40,086 B	75,000 L	50,000 B
July	34,777 L	15,508 B	32,675 L	19,001 B	50,000 L	30,000 B
August	8,672 L	4,562 B	4,947 L	3,488 B	35,000 L	25,000 B

Transportation

- Identified programs that provided transportation and partnered with them.
- Collaborated with our transportation department to obtain 2 buses and 2 drivers to deliver prepackaged meals prepared at our central kitchen facility to students in colonias. We will train the drivers, obtain for them a food handlers permit, and deliver meals at a specific location at a specific time.

Extending Participation

- Decline after the month of June
- We have partnered with Parks & Recreation, Boys & Girls Clubs, and our Athletic Department to offer meals:
 - Open Gyms
 - Off-season informal training sessions
 - Availability of meals at specific times at community centers
 - Meals for band, cheerleading camps, and 2 a day practices in August

Full Day Programs

- Seamless Summer Option allows for 2 meals or 1 meal and 1 snack
- Some of our sites have multiple programs going on during the day but also have evening programs for at-risk teens.
- We will operate SSO and CACFP concurrently to allow us to provide full day meals at these sites and better serve our community needs. If successful, we will expand this model for 2015-2016 to our colonia project.

Spreading the Word

- Election style advertising:
 - Yard signs
 - T-shirts
 - Door to door recruitment with door signs
 - Flyers provided to campus foodservice staff to distribute to areas most in need to find new sites





WORKING TOGETHER FOR HEALTHY SUMMERS

Darlene Martin, MS, RD, Director
Long Beach Unified School District
Nutrition Services Branch
Long Beach, California



LONG BEACH UNIFIED SCHOOL DISTRICT

- Third largest school district in California
- Serves Long Beach, Signal Hill, Avalon Schools and Two Harbors on Catalina Island and parts of Lakewood
- Over 80,000 students
- Diversified enrollment with a high Hispanic, Asian and African American/Black population
- Main languages are English, Spanish, Tagalog, and Khmer (Cambodian)



LBUSD NUTRITION SERVICES

- Two programs
 - SSFO at schools (open & closed)
 - Vend meals to the City for SFSP
- Partnered with the city for over 30 years
- Due to budget constraints, only lunch is offered.



SUMMER CHALLENGES

- Safety and security
 - Schools in high need areas are kept locked
 - Resistance to opening cafeteria to the community
- Fewer open SSFO sites because of fewer Summer School locations
- Training needs
- Delivery costs to small closed SSFO sites
 - Some sites pick up foods from LBUSD Production Center
- Keeping meal prices affordable



SUCCESS

- City of Long Beach served 119,697 meals to children last summer (2013).
- Dependent on clear, honest communication with a strong desire to feed the children of Long Beach
- Our summer food team consists of:
 - Tamalyn Sayre, who oversees the City Parks Summer program
 - Strong team players within Nutrition Services Branch
- SSFO Meals: 10,672 at “open” and 43,206 at “closed” school locations.



PLANNING

- Meet in late January or early February each year to go over previous year's program, current year budget, etc.
 - Plan for approval of contracts
 - Review menus and discuss changes
 - Changes in procedures
 - Summer school locations and potential impact on the nearby parks programs

FLEXIBILITY

- Flexibility and the willingness to make changes to improve the program:
 - Hot meals were added to all days of the week. Meal satisfaction greatly improved.
 - Cold meals are provided for field trips.
 - A cold deli sandwich was added to the menu once-a-month for variety and it was a big hit.



FLEXIBILITY (Continued)

- Closed SSFO sites are encouraged to send students to the park for a hot meal. It's a win-win for all parties.
- Production Center staff members go to great lengths to get additional meals out to park sites when a late call comes in.



PUBLICITY

- Nutrition Services web site, LBUSD
- Community e-mail newsletters
- Banners at sites with open SSFO
- Flyers to public libraries in the District
- District staff translates the parks menus into Spanish for the City to distribute

Summer Food Rocks!

Find Sites Serving Summer Meals



Summer Food Rocks!

Find Sites Serving Summer Meals

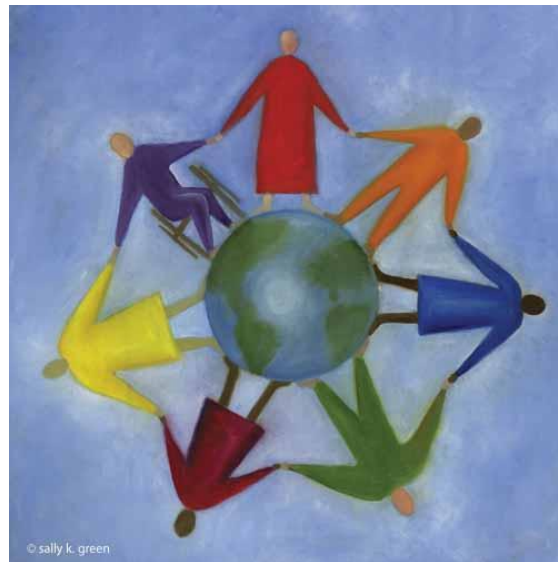


WHAT'S NEXT?

- SSFO has expanded to Winter and Spring recesses for sites on year-round flex calendars
- Potential to vend at-risk suppers to City for after school parks programs during school year
- Continue discussion about City expanding summer meals to libraries in summer of 2015

Working together with the City of Long Beach to feed more children!

Nutrition Services Branch, LBUSD



Resources

Letter to Principals:

<http://www.fns.usda.gov/sites/default/files/cnd/SMT-LettertoPrincipals.pdf>

Tip Sheet for State Superintendents of Education:

<http://www.fns.usda.gov/sites/default/files/cnd/SMT-StateSuperintendentsofEducation.pdf>

School Outreach:

<http://www.fns.usda.gov/sites/default/files/cnd/SMT-SchoolOutreach.pdf>

Ten Tips to Promote the Seamless Summer Option:

<http://www.fns.usda.gov/sites/default/files/cnd/SMT-NSLPStateAgencyTipSheet.pdf>

Flyers and Door Hangers:

<http://www.fns.usda.gov/sites/default/files/cnd/SMT-FlyersandDoorHangers.pdf>



Contact Information

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Questions

Type your question in the text field in the lower left hand corner
Of your webinar window

Or

Dial *1 on your telephones to ask a question by phone



Today's Presenters:

- **Kristin Caulley**, Food and Nutrition Service
- **Mandana Yousefi**, Food and Nutrition Service
- **Karen Banks**, Share Our Strength
- **Alexandra Molina**, Director McAllen ISD Food & Nutrition Services
- **Darlene Martin**, Director Nutrition Services Branch Long Beach Unified School District