

# Exploring the New Summer Meals Website & Toolkit



Thursday, March 6, 2014

2:00-3:00 pm EST

For audio please dial:

1-800-988-0278

Passcode:

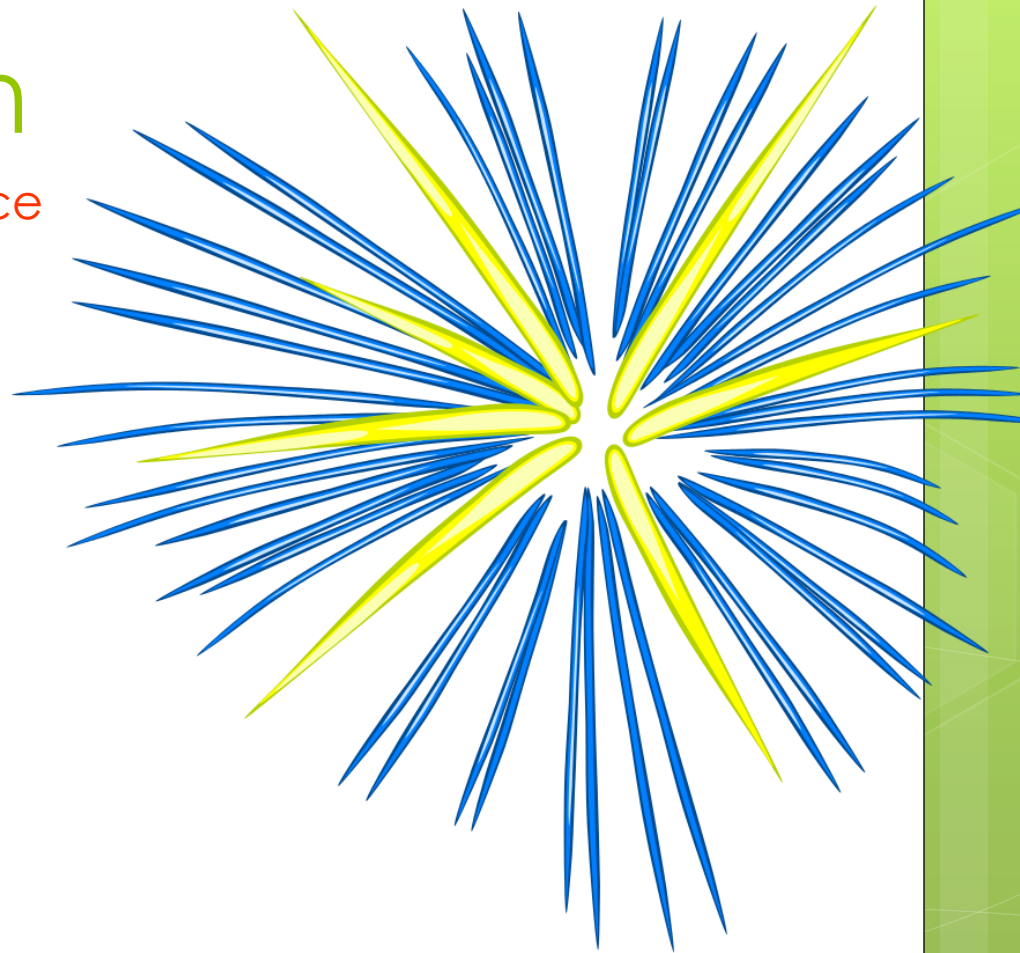
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link:

<https://usdafns.invisionmeeting.com/join/bwvxjry>

# Jimmy Nguyen

USDA Food and Nutrition Service  
Office of Communications



Webinar Moderator



# Audrey Rowe

USDA Food and Nutrition Service  
Administrator

Welcome to the 2014  
Summer Meals Webinar Series

# Summer Hunger Gap

- 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



Out of 6 students



# Only 1 usually receives a summer meal



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

# Mandana Yousefi

USDA Food and Nutrition Service  
Child Nutrition Division



Program Simplifications and Resources

# Simplifications for Schools

- NSLP School Sponsors

A new simplified application procedure is now available to NSLP schools and school food authorities.

Other simplifications for schools and SFAs relate to procurement requirements and monitoring.





# Year Round Meals

## CACFP Sponsors and At-Risk Afterschool Sites

- Current CACFP sponsors now have streamlined application requirements, like experienced SFSP sponsors and sites, rather than apply as a new SFSP sponsor or site.
- SFSP sponsors also now have some streamlined application requirements when applying to be At-Risk Afterschool CACFP Sponsors.

**Fun Fact!** At-risk afterschool meal centers are already area eligible to be open SFSP sites.



# Other Simplifications

- Waived restrictive Federal meal service requirements
  - meal times were waived nationally, meaning sponsors have more flexibility to meet local needs.
- Expansion of 'offer versus serve'
  - All sponsors, lessen potential food waste and lower costs.
- Expansion of Traveling Apple
  - Sponsors may now allow a child to take one fruit, vegetable, or grain item offsite for later consumption without prior State agency
  - approval.



# Heat Demonstration Project

- Under the demonstration project, Summer Food Service Program and National School Lunch Program Seamless Summer Option (SSO) sponsors operating approved outdoor feeding sites **without** temperature-controlled alternative sites may operate as non-congregate sites **on days when the area is experiencing excessive heat.**
- Check out [www.youtube.com/watch?v=R78nTp4AiPo](http://www.youtube.com/watch?v=R78nTp4AiPo)



# Exploring the New Website & Toolkit



Website

[www.summerfood.usda.gov](http://www.summerfood.usda.gov)

Toolkit

<http://www.fns.usda.gov/sfsp/summer-meals-toolkit>

# Next Steps

- Utilize/Share our resources
  - [www.summerfood.usda.gov](http://www.summerfood.usda.gov)
- **Give us feedback!**
  - Post Webinar Survey
  - Any resources FNS should add?



# Summer Meals Webinar Series

Activity Title or Brief Description	Date and Time
Be a Summer Meals Champion	March 11 2:00-3:00 pm
Can Elected Officials Help Feed Hungry Kids This Summer?	March 13 2:00-3:00 pm
Food that's In When School Is Out – The Summer Food Service Program & Afterschool Meals	March 19 2:00 -3:00 pm
Utilizing Grants and Unique Partnerships to Serve More Summer Food	March 25 2:00 – 3:00 pm
How Can You Solve Your Summer Food Transportation Problems?	March 27 2:00-3:00 pm
Finding Ways to Keep Schools Involved in Summer Food	April 3 2:00-3:00 pm
Make Your Summer Food Site the Talk of the Town	April 10 2:00-3:00pm

Register here:

<http://www.surveymonkey.com/s/SFSP2014>



# Summer Resources

**FRAC**

Food Research and Action Center

**Signe Anderson**

Senior Child Nutrition Policy Analyst

[sanderson@frac.org](mailto:sanderson@frac.org)

# Resources

- FRAC website: [www.frac.org](http://www.frac.org) Summer & Afterschool Nutrition Programs
- Year-Round Summer Food Calendar and Guide
- State Agency SFSP Sponsor Retention Strategies
- Meals Matter Monthly Call Series
- Summer Outreach Toolkit
- Afterschool Meals Guide
- Standards of Excellence







Food Research and Action Center

# Year-Round Summer Meals Calendar and Implementation Guide

- Monthly assistance for sponsors, advocates and summer meal program partners
- Resources available for each month

## **March -**

- Sponsors: Finalize site details, staffing logistics and menu plans
- Advocates: Confirm site locations; Connect sponsors with potential sites
- <http://frac.org/federal-foodnutrition-programs/summer-programs/summer-nutrition-programs-implementation-calendars-and-guide/>



# State Agency SFSP Sponsor Retention Strategies

- Sponsors as Customers
- Tracking Sponsors
- Sponsor Survey
- Community Partnerships
- Targeted Technical Assistance

[http://frac.org/pdf/sfsp\\_state\\_agency\\_sponsor\\_retention\\_plans.pdf](http://frac.org/pdf/sfsp_state_agency_sponsor_retention_plans.pdf)



Food Research and Action Center

# FRAC's Summer Food Target Mapper

- Easier to qualify with census data
- Isolate a smaller area of low-income children
- Use map to explore additional demographic: median income, race, housing costs
- Helpful for summer outreach efforts
- <http://bit.ly/AuAVUw>



# Future Opportunities

- Child Nutrition Summits
  - California and Texas
- State partner webinars & calls
- Summer Food Awareness Week
  - Release FRAC Summer Nutrition Status Report
- Kick-off events
- Summer Sponsor Survey



# Thank You!



**FRAC**

Food Research and Action Center

**Signe Anderson**

Senior Child Nutrition Policy Analyst

[sanderson@frac.org](mailto:sanderson@frac.org)



center for BEST  
PRACTICES

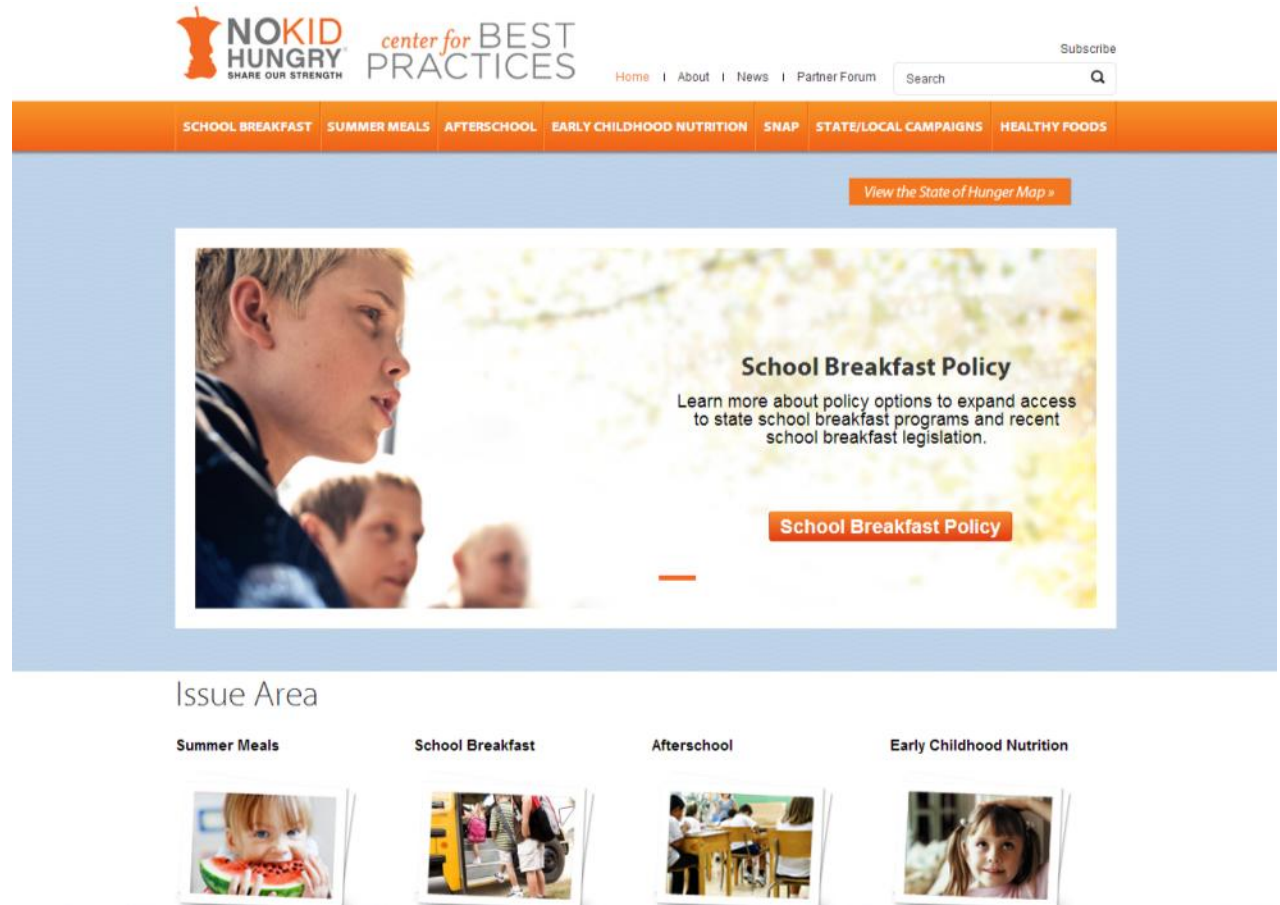
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**Kim Caldwell**

No Kid Hungry Senior Program Manager  
Share Our Strength

# No Kid Hungry Center for Best Practices

Providing the tools and resources needed to help elected officials and their staff, educators and community leaders achieve success in fighting childhood hunger



The screenshot shows the website's header with the logo and navigation links: Home | About | News | Partner Forum. A search bar and a 'Subscribe' link are also present. Below the header is an orange navigation bar with categories: SCHOOL BREAKFAST, SUMMER MEALS, AFTERSCHOOL, EARLY CHILDHOOD NUTRITION, SNAP, STATE/LOCAL CAMPAIGNS, and HEALTHY FOODS. A blue banner features a 'View the State of Hunger Map >' button. The main content area has a large image of children with the text: 'School Breakfast Policy. Learn more about policy options to expand access to state school breakfast programs and recent school breakfast legislation.' Below this is a 'School Breakfast Policy' button. At the bottom, there is an 'Issue Area' section with four categories: Summer Meals, School Breakfast, Afterschool, and Early Childhood Nutrition, each with a representative image.

# Summer Meals

- No Kid Hungry Campaigns
- Research
- Webinars
- National Summer Summit

The screenshot shows the website header with the logo and navigation links: Home, About, News, Partner Forum, and a search bar. Below the header is a navigation menu with categories: SCHOOL BREAKFAST, SUMMER MEALS (highlighted), AFTERSCHOOL, EARLY CHILDHOOD NUTRITION, SNAP, STATE/LOCAL CAMPAIGNS, and HEALTHY FOODS. A button for 'View the State of Hunger Map' is visible. The main content area features a large heading 'Free Summer Meals for Kids' and a photo of a child eating an apple. To the left is a sidebar with links under 'SUMMER MEALS HOME', 'CAMPAIGN EFFORTS', 'RESULTS', 'RESEARCH', and 'SPONSOR CENTER'. To the right is a 'Resources' sidebar with sections for 'Reports/Case Studies' and 'Guides/Toolkits'.

**SUMMER MEALS HOME**

- NO KID HUNGRY CAMPAIGN EFFORTS
- NO KID HUNGRY SUMMER RESULTS
- SUMMER MEALS RESEARCH
  - No Kid Hungry Summer Evaluations
  - Summer Meals Survey Findings
  - Summer Meals Focus Group Findings
  - USDA Summer Demonstrations
- SPONSOR CENTER

**Free Summer Meals for Kids**

**No Kid Hungry Webinar Presentation**  
Ask the USDA:  
Bring your Summer Meals Program Questions!  
Thursday, March 20<sup>th</sup> 2014 at 3pm ET

**Resources**

**Reports/Case Studies**

- Tackling Summer Hunger 2012
- School's Out...Who Ate?- A Report on Summer Nutrition in California Matthew
- Texas Summer Meals Sponsor Survey [View More](#)

**Guides/Toolkits**

- Collaborative Planning Power Point
- Summer Meals Collaborative Planning Resource



# Nutrition Program Sponsor Center

<http://bestpractices.nokidhungry.org/nutrition-program-sponsor-center>

The screenshot shows the website's header with the NOKID HUNGRY logo and navigation links: Home, About, News, Partner Forum, and a search bar. A secondary navigation bar lists program categories: SCHOOL BREAKFAST, SUMMER MEALS, AFTERSCHOOL, EARLY CHILDHOOD NUTRITION, SNAP, STATE/LOCAL CAMPAIGNS, and HEALTHY FOODS. A 'Subscribe' button is in the top right. The main content area features a large heading 'Nutrition Program Sponsor Center' and a button to 'View the State of Hunger Map'. Below this, there are three columns: 'SPONSOR CENTER HOME' with links to 'MOBILE MEALS PLAYBOOK' and various guides; a central image of children at a table with the heading 'Welcome to the No Kid Hungry Sponsor Center!'; and a 'Resources' section with 'Guides/Toolkits' and 'Videos'.

# Program Excellence

- Site Management
- Program Funding

## SPONSOR CENTER HOME

### MOBILE MEALS PLAYBOOK

About Mobile Meals

Mobile Meals In  
Action

Is Mobile Right for  
You?

Mobile Meals  
Calculator

Planning your  
Program

Best Practices for  
Mobile Operations

## SPONSOR SURVEY

### PROGRAM EXCELLENCE

SODEXO FOUNDATION  
SUMMER MEALS  
OUTREACH TOOLKIT

KEEPING IT HEALTHY

## Program Excellence

### Site Management

Strong sites are the building blocks of a successful Summer or Afterschool Meals Program. As a sponsor, you can strengthen and improve the capacity of sites, ensuring that programs thrive. Use the tools and resources below to ensure that all children have access to free, healthy meals every day of the year.

- **Summer Meals Site Capacity Evaluation Tool:** Designed to help summer meals sponsors evaluate and improve site capacity. By tracking and rating site features, such as quality of food, perception of safety, and accessibility, sponsors can easily identify which sites need more technical assistance to ensure a successful summer meals program.
- **Summer Food Service Program Skills Assessment:** Designed to help sponsors identify activities associated with summer meals expansion efforts; identify the skill sets needed to accomplish these activities; and effectively leverage the assets of staff, non-profit partners, community leaders, and government officials.
- **USDA Food Buying Guide Calculator for Child Nutrition Programs:** Tool to assist sponsors in estimating food costs based on the number of children they anticipate serving.
- **Clarifying Regulations for the Afterschool Meals Program for Athletic Programs:** Clarifying guidance from the USDA on how athletic programs can participate in the Afterschool Meals Program.
- **Clarifying Regulations for the Afterschool Meals Program Transitioning from SFSP to CACFP:** Clarifying guidance from the USDA on how Summer Food Service Program sponsors can seamlessly transition to the Afterschool Meals Program.



### Program Funding

Supplemental grant funding can play a vital role in program implementation and expansion. Funding can be leveraged to expand organizational capacity, invest in equipment, provide quality programming, and improve meal quality

- This memo is a compilation of existing grant funding, either directed at summer programming, summer meals programs, organization capacity, and program implementation.
  - **Please Note:** This list is only a summary and provides a foundation for funding opportunities. Some of the listed grants have not yet released 2014 funding opportunities. Please check the organization's website for more information.
- View the Summer Grants Webinar to learn about opportunities to increase funding for your summer meals program.

# Sodexo Foundation Summer Meals Outreach Toolkit

- Tips and Templates for media relations and direct outreach efforts
- High quality outreach materials to download and customize
- Photo library to add to your existing materials

## SPONSOR CENTER HOME

### MOBILE MEALS PLAYBOOK

About Mobile Meals

Mobile Meals In Action

Is Mobile Right for You?

Mobile Meals Calculator

Planning your Program

Best Practices for Mobile Operations

## SPONSOR SURVEY

## PROGRAM EXCELLENCE

### SODEXO FOUNDATION SUMMER MEALS OUTREACH TOOLKIT

Media Tactics

Outreach Tactics

Outreach Materials

Evaluating Your Efforts

Other Resources

## KEEPING IT HEALTHY

## Sodexo Foundation Summer Meals Outreach Toolkit



Summertime means food, friends and fun. For families who count on school breakfast and lunch, however, the summer months can be stressful and family food budgets have to be stretched even further. Free summer meals are available to kids and teens age 18 and under at thousands of summer meals sites across the country. These programs are more important than ever as more families are struggling to make ends meet.

In 2010, more than 21 million kids in the U.S. get free or reduced-price school lunch, just over 3 million of those kids get a free summer meal. During these tough economic times, free summer meals can help families save money and stretch their summer food budgets while giving their kids a chance to eat a healthy meal and stay active.

Thanks to the generous support of the Sodexo Foundation, Share Our Strength has developed this toolkit to help you get the word out through the media and outreach materials about summer meals programs in your city or state. The toolkit has simple instructions and easy-to-use templates to help your organization work with the media to promote summer meals programs, as well as outreach materials that you can tailor with tips to use in your community. Share Our Strength also released a report,

"Tackling Summer Hunger: Ensuring No Kid Goes Hungry When School is Out" highlighting what other states are doing to effectively increase participation in summer meals. This toolkit includes tips and templates for:

# Keeping it Healthy

- Healthy Meal Options
- Cooking Matters Materials

**SPONSOR CENTER HOME**

**MOBILE MEALS PLAYBOOK**

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Mobile Meals Calculator

Planning your Program

Best Practices for Mobile Operations

**SPONSOR SURVEY**

**PROGRAM EXCELLENCE**

SODEXO FOUNDATION SUMMER MEALS OUTREACH TOOLKIT


**KEEPING IT HEALTHY**

## Keeping It Healthy

### Healthy Meal Samples

Healthy, appealing meals not only provide the nourishment children need to live, learn, and play, but also help boost participation in Summer and Afterschool Meals Programs.

- **Summer Menu Examples:** View guidance on how to set healthy menus for summer meals programs and sample menus.
- **USDA Menu Tools for School Food Service:** Access best practices, resources, and strategies for serving appealing meals to children while meeting federal nutrition standards.
- **USDA Menu Tools for Child Care Providers:** Access best practices, resources, and strategies for serving appealing meals to children through the Child and Adult Care Food Program.



### Cooking Matters Materials

Cooking Matters provides professional-level curricula and instructional materials, training, evaluation to teach families how to cook and eat healthy on a budget.

- **Cooking Matters Overview:** Learn more about Cooking Matters and the curricula available to help teach families in your community how to cook and eat healthy on a budget.
- **Cooking Matters Educational Tools:** Access toolkits, guides, and activity handouts to teach healthy eating and cooking at your summer and afterschool meals programs.
- **Cooking Matters Recipes:** Search the Cooking Matters database for healthy recipes you can offer at your programs.
- **Cooking Matters at the Store:** Cooking Matters at the Store teaches families to shop for healthy food on a budget so that children get healthy meals at home. Click here to see how you can provide tours to parents in your community.

# Mobile Meals Playbook

<http://bestpractices.nokidhungry.org/summer-meals/mobile-meals-playbook>

SPONSOR CENTER HOME

**MOBILE MEALS PLAYBOOK**

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PROGRAM EXCELLENCE

SOBEXO FOUNDATION SUMMER MEALS OUTREACH TOOLKIT

KEEPING IT HEALTHY



## MOBILE MEALS PLAYBOOK

While we have made progress in reaching low-income children with food during the summer months, getting kids to summer meal sites can be challenging. Mobile meal programs can be a great way to serve kids in underserved communities, taking the meals to them instead of the other way around.

**No Kid Hungry Webinar:**

**The Playbook for Mobile Meals**

Join us for a webinar about this exciting new tool on *Tuesday, February 18, 2014 at 2:00pm ET: Register Today!*

**Why Mobile Meals Work:**

- It is both costly and more of a liability to transport children to meal sites versus transporting meals.
- Parents have indicated an interest in these types of programs
- Sponsors around the country have operated successful mobile programs

**45% of low-income families cited "free summer meals are not offered at a convenient place"**

**38% cited transportation as a barrier**

# The Calculator

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## Mobile Meals Calculator

Share Our Strength's [Summer Mobile Meals Calculator](#) to help you plan for all of the financial components of running a program. Use this automated tool to help you determine if a mobile program is feasible for your organization – and later to create a budget for your ongoing operations.

*"[The calculator] really does account for everything. I love that [it has] parameters and suggested costs set forth in the model. I wish this was available when we first started our program".*

Andrew Bauer, Hunger Free Heartland Program Manager

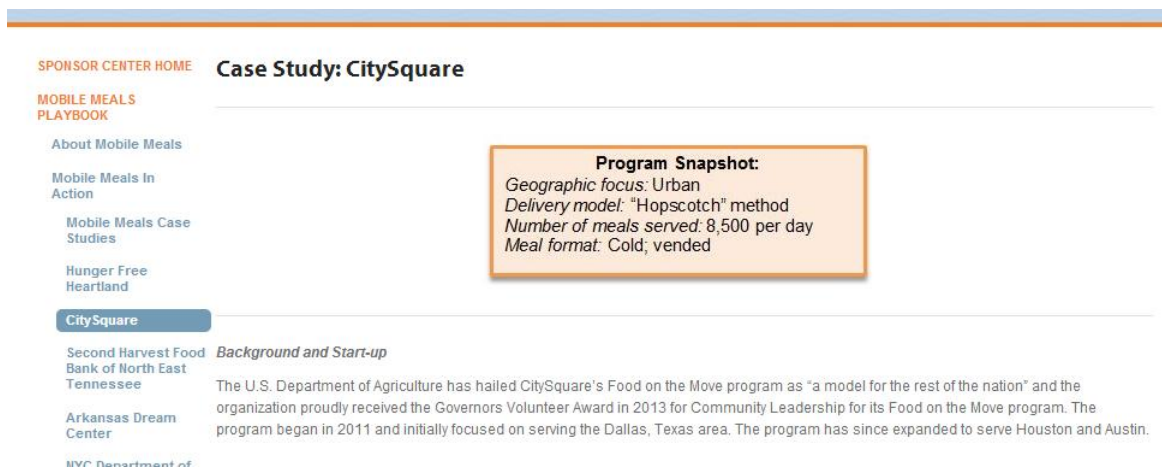


The calculator allows you to experiment with program variables (i.e., per meal price, number of meals served, days of operation, number of mobile vehicles) to understand the mix of funding and organizational resources needed to run your mobile meals program. Once you input your information the calculator will create a high-level budget, including both revenue and expenses. It will also show the impact of increased or decreased meal service on your bottom line.

**Download the [Summer Mobile Meals Calculator](#) and get started today!**

# Mobile Meals in Action

- Highlights five unique programs
- Gives quick snapshot
- Looks at:
  - Start up and background
  - The delivery model
  - Best practices and Insights
- Links back to featured organization



SPONSOR CENTER HOME **Case Study: CitySquare**

MOBILE MEALS PLAYBOOK

- About Mobile Meals
- Mobile Meals In Action
- Mobile Meals Case Studies
- Hunger Free Heartland
- CitySquare**
- Second Harvest Food Bank of North East Tennessee
- Arkansas Dream Center
- MVC Department of

**Program Snapshot:**  
*Geographic focus:* Urban  
*Delivery model:* "Hopscotch" method  
*Number of meals served:* 8,500 per day  
*Meal format:* Cold; vended

**Background and Start-up**

The U.S. Department of Agriculture has hailed CitySquare's Food on the Move program as "a model for the rest of the nation" and the organization proudly received the Governors Volunteer Award in 2013 for Community Leadership for its Food on the Move program. The program began in 2011 and initially focused on serving the Dallas, Texas area. The program has since expanded to serve Houston and Austin.

# Collaborative Planning

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- New Resources and Webinar featuring:
  - Collaboration Process
  - Sample Invitation Language
  - Sample Stakeholder Agenda
- Visit [bestpractices.nokidhungry.org/free-summer-meals-kids](https://bestpractices.nokidhungry.org/free-summer-meals-kids)





# National Summer Meals Sponsor Survey

- FRAC + Share Our Strength
- Extended to March 14
- SummerMealsSurvey.org



Summer Meals Sponsor Survey

1%

[Exit Survey](#)

Welcome to the Summer Meals Sponsor Survey, a project of the Food Research and Action Center and Share Our Strength Center for Best Practices. The purpose of this project is to better understand the sponsor perspective of how a summer meals program operates locally and what might incentivize a sponsor to return to and grow the program year after year.

As a current or former sponsor organization of summer meals through the Seamless Summer Option of the National School Lunch Program (NSLP) or the Summer Food Service Program (SFSP), you have an important perspective to share on how to effectively reach low-income children with nutritious meals during the summer months.

Please take 15 to 20 minutes to complete this survey to help us understand how you operate the programs, what about your experience has been effective or ineffective, and your plans for serving summer meals in the future.

Any public release or sharing of the data will be in the aggregate and will not be tied to a specific survey respondent or its organization.

[Continue](#)

# No Kid Hungry School Calculator

## PURPOSE

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



Greater educational achievement



Increased potential wages and economic prospects

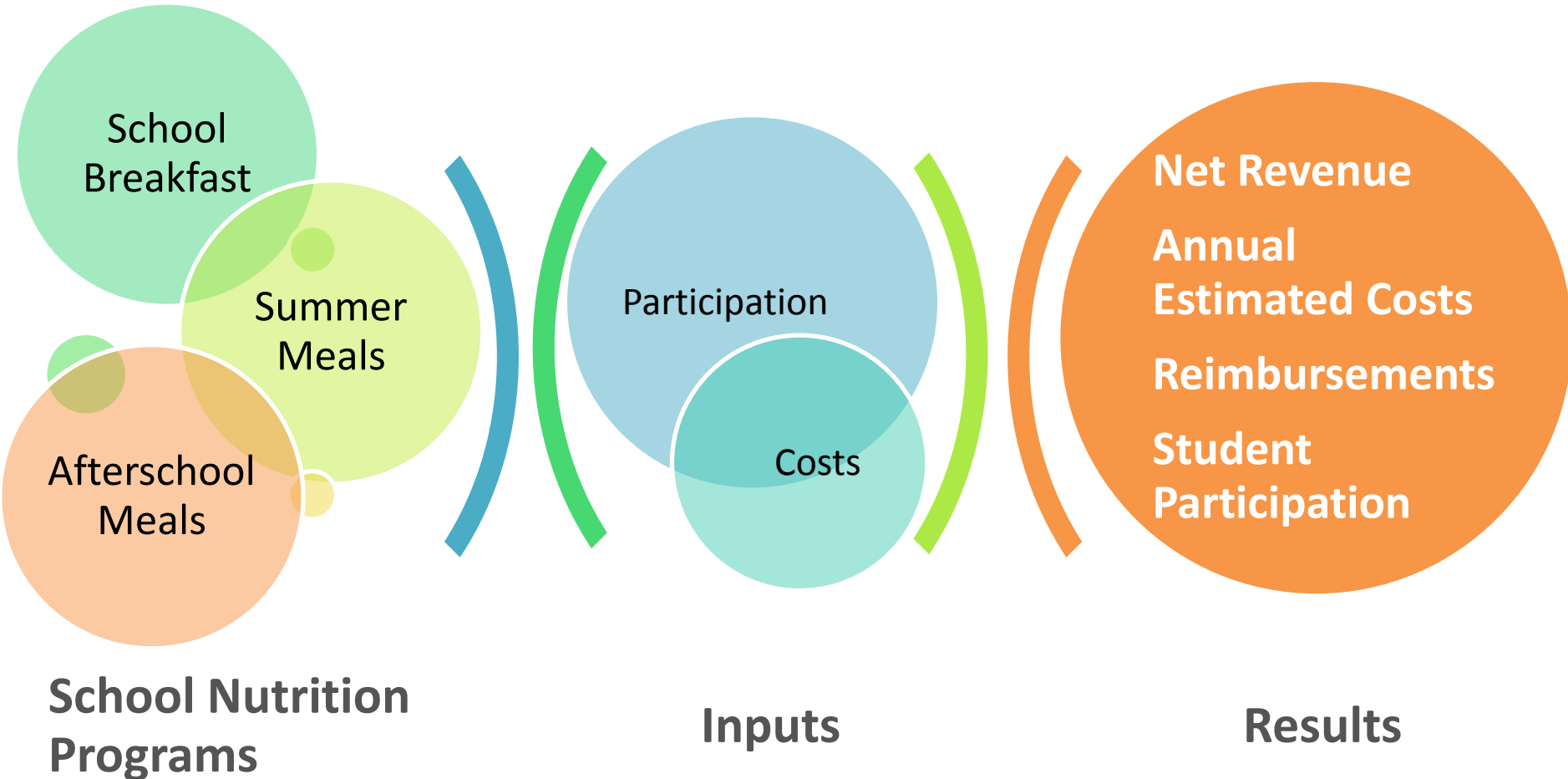
**Schools / Districts Want to Learn How to Serve More Meals to More Kids in a Cost Viable Way**



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

# No Kid Hungry School Calculator

## HOW IT WORKS





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**Thank You!**

[bestpractices.nokidhungry.org](https://bestpractices.nokidhungry.org) | [bestpractices@strength.org](mailto:bestpractices@strength.org)