

Make Your Summer Meals Site the Talk of the Town

Wednesday, April 9, 2014

2:00-3:00 pm EST

For audio please dial:

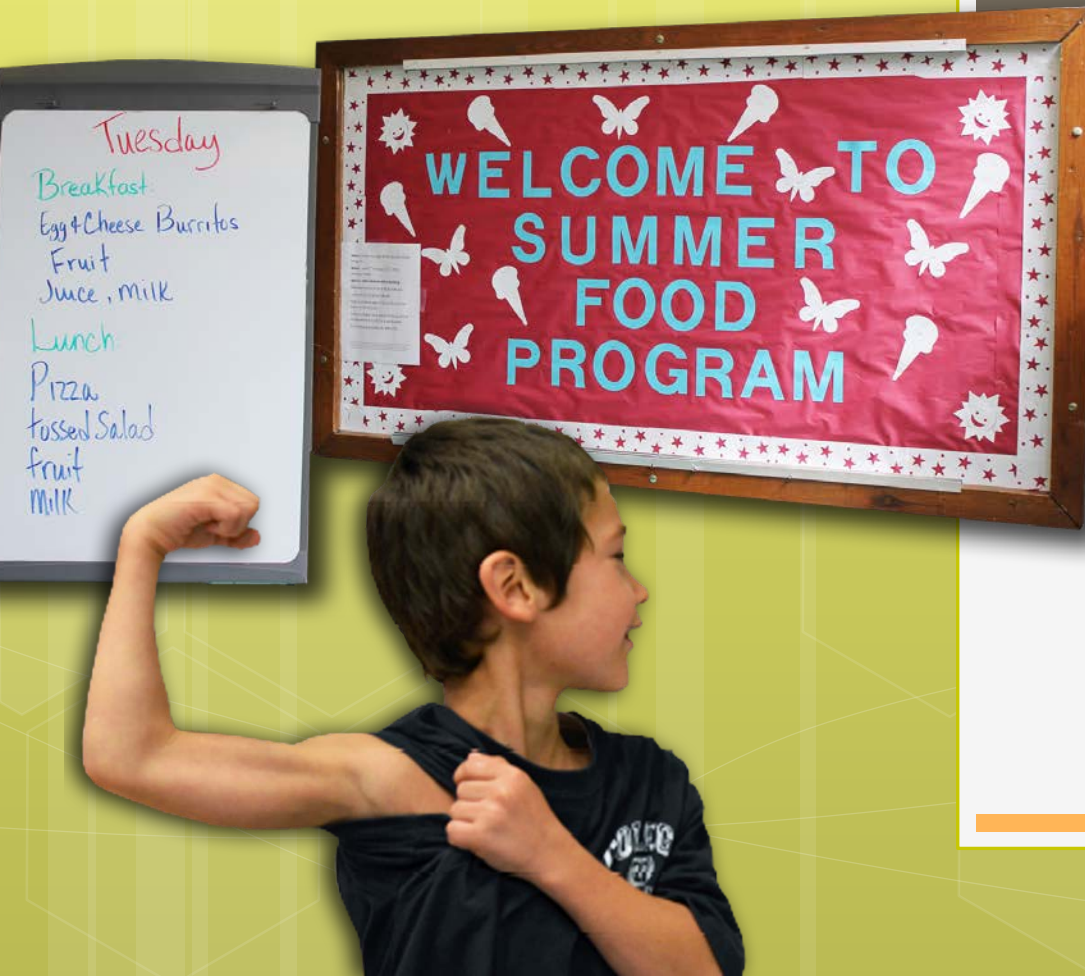
1-800-988-0278

Passcode:

5870095#

Invite a friend to this webinar, share this link:

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



Tuesday

Breakfast

Egg & Cheese Burritos
Fruit
Juice, milk

Lunch

Pizza
Tossed Salad
Fruit
Milk

WELCOME TO
SUMMER
FOOD
PROGRAM

Kristin Caulley

USDA Food and Nutrition Service
External and Government Affairs



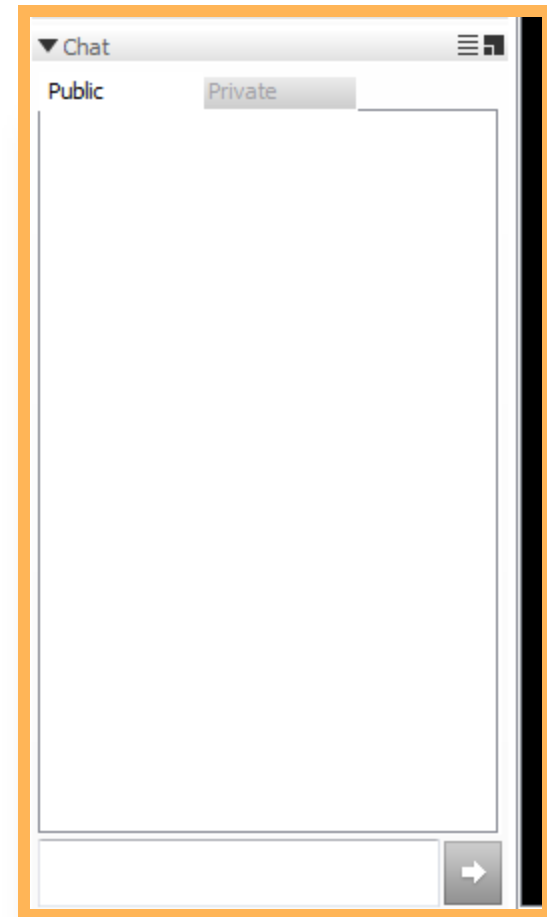
Webinar Moderator

Ask questions!

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

Or

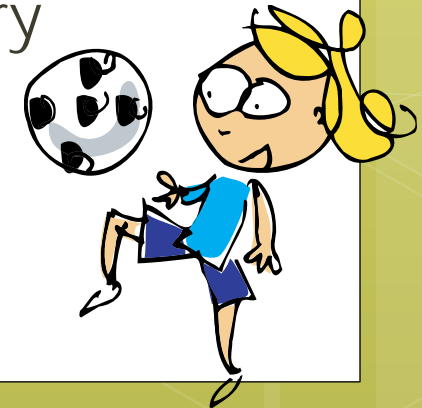
Dial *1 on your telephones to ask a question by phone during the Q&A period



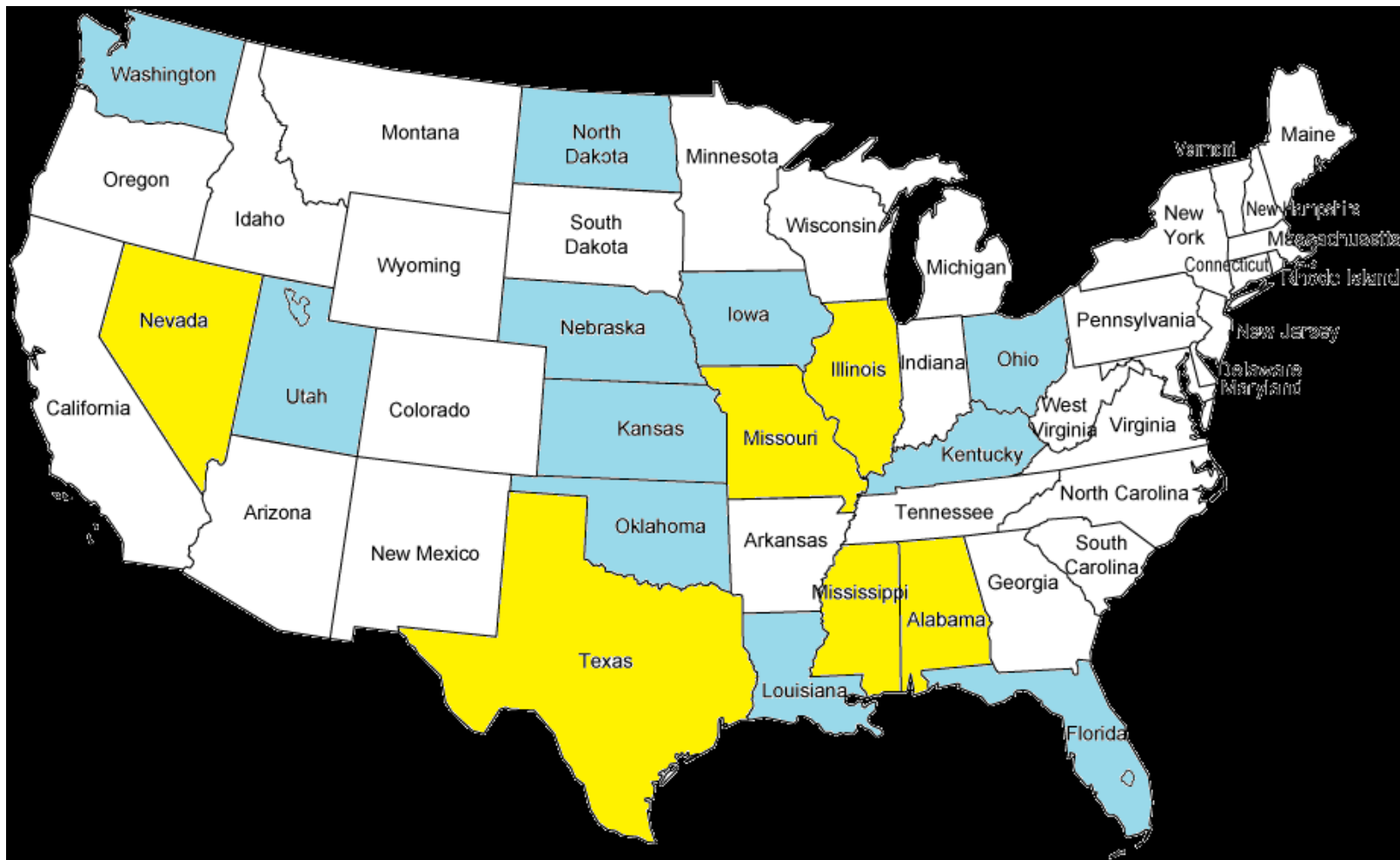
Why You Should Get Involved?

- 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



Targeted States – FY2014



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
- Organizations, schools, local gov't agencies, etc. serve the free, nutritious meals at safe and convenient sites in communities
- Operates when school is not in session



Benefits to 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
- Sites that serve summer meals often provide activities to keep kids mentally and physically active



Free Site Programming

- Connect with local organizations to bring activities to the sites
 - Colleges/Universities and High Schools
 - Local fire fighters and police
 - Extension Offices
 - Animal shelters/zoos
 - Health care providers
 - Partner with First Book
 - USDA Resources
 - And more....

Nutrition and Summer Feeding



Sonya Barnes
and
Lea Claye

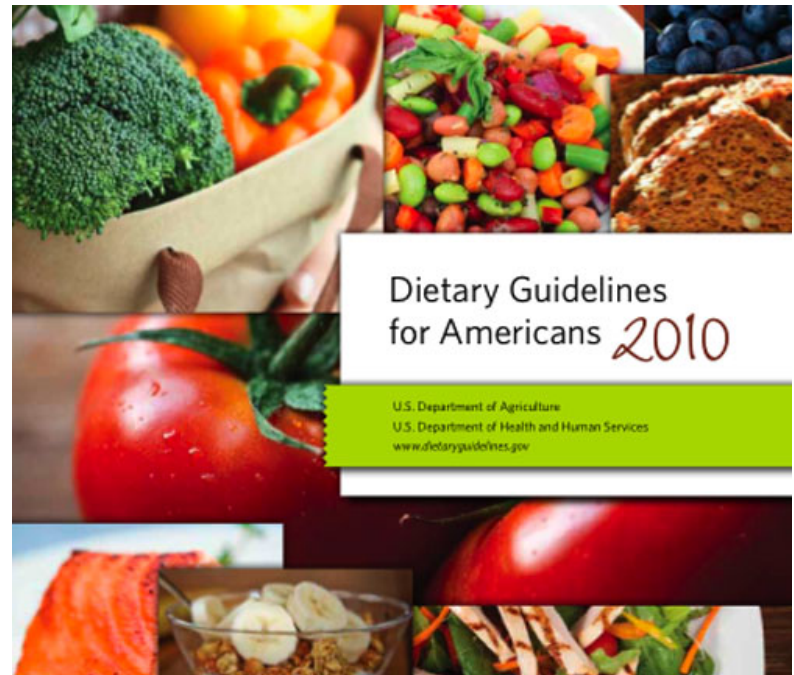
Nutritionists

USDA Food And Nutrition
Service

Child Nutrition Programs

Dietary Guidelines

- The best ways to provide healthy meal choices in school meals are to apply the messages from the Dietary Guidelines for Americans to your menus and food items



MyPlate Key Messages

Balance Calories to Manage Weight

- Enjoy your food, but eat less.
- Avoid oversized portions.

Foods and Food Components to Reduce

- Choose foods lower in Sodium.
- Drink water instead of sugary drinks.

Foods and Nutrients to Increase

- Make half your plate fruits and vegetables.
- Make at least half your grains whole grains.
- Switch to fat-free or low-fat (1%) milk.



Menu Planning Techniques

- ✓ SCHEDULE A TIME TO PLAN MENUS. COLLECT MENU RESOURCES.
- ✓ THINK ABOUT WHERE YOU ARE AND WHERE YOU WANT TO GO.
- ✓ DETERMINE A TIME PERIOD.
- ✓ FOCUS ON THE AGE OR GRADE GROUP(S) YOU WILL SERVE.
- ✓ SELECT THE ENTREE FOR EACH DAY'S BREAKFAST AND LUNCH.
- ✓ DECIDE THE NUMBER OF CHOICES YOU WILL OFFER.
- ✓ MAKE SURE YOU ARE MEETING NUTRITION GOALS.
- ✓ EVALUATE WHAT YOU HAVE PLANNED.
- ✓ OFFER VERSUS SERVE & LEFTOVER MEALS

Menu Planning Principles

Strive for balance.

Emphasize variety.

Offer choices.

Add contrast.

Think about color.

Consider eye appeal.



Special Considerations

- **Food preferences-** Regional, cultural, and personal
- **Holidays and special occasions:** Plan festive lunches and breakfasts for special occasions.
- **Climate or seasons:** Include more hot foods in cold weather, and more cold foods in warm weather.
- **Product availability:** Use foods in season, when they are plentiful and at the peak of quality.

Meal Preparation: Food Safety



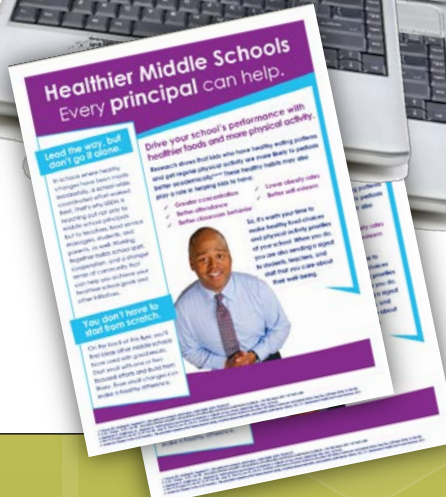
- Cooking food to the proper internal cooking temperature is important!
 - Temperatures that are too low may present the risk for foodborne illness. Cooking food to too high of a temperature decreases food quality.
- Cooking safe and high-quality food requires the right equipment.
 - Do you have the right equipment to prepare the food on your menu?
 - Do you have appropriate and effective holding equipment?
- Batch cooking is good for both food safety and food quality.
 - How many portions do you expect to serve?
 - If food is purchased in bulk quantities, how many servings do you want in each unit?

Team Nutrition Resources

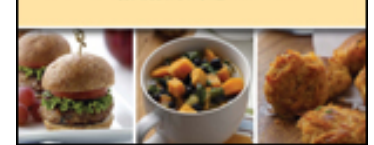
Elementary



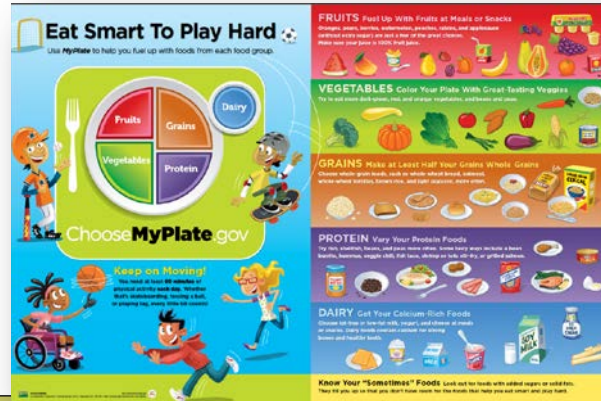
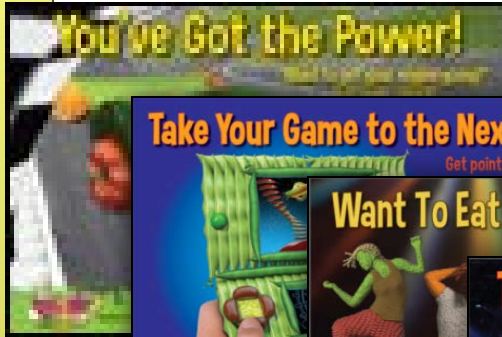
Middle School



High School



Team Nutrition Posters





How To Apply

- > [Join the Team](#)

Browse By Subject

- > [HealthierUS Schools](#)
- > [Local Wellness Policy](#)
- > [Training Grants](#)
- > [Resource Library](#)
- > [Graphics Library](#)
- > [MyPlate](#)

Other Useful Links

- > [Resource Order Form](#)
- > [Healthy Meals Resource System](#)
- > [Healthy Access Locator](#)
- > [Best Practices Sharing Center](#)
- > [School Day Just Got Healthier](#)

Team Nutrition

Print



Team Nutrition is an initiative of the USDA Food and Nutrition Service to support the Child Nutrition Programs through training and technical assistance for foodservice, nutrition education for children and their caregivers, and school and community support for healthy eating and physical activity.

Spotlights



[2014 Training Grant Request for Applications](#)



[Celebrate Nutrition Month!](#)



[Two Bite Club in Spanish - now available in print!](#)



[Home](#) » [Browse By Subject](#)

How To Apply

- > [Join the Team](#)

Browse By Subject

- > [HealthierUS Schools](#)
- > [Local Wellness Policy](#)
- > [Training Grants](#)
- > [Resource Library](#)
- > [Graphics Library](#)
- > [MyPlate](#)

Other Useful Links

- > [Resource Order Form](#)
- > [Healthy Meals Resource System](#)
- > [Healthy Access Locator](#)
- > [Best Practices Sharing Center](#)
- > [School Day Just Got Healthier](#)





Team Nutrition

[Print](#)

Resource Library

The following is a comprehensive listing of all the resources available through Team Nutrition to schools and child care facilities that participate in the Federal Child Nutrition Programs.

Spotlights

	Team Nutrition E-Newsletter		Follow Team Nutrition on Twitter
	Healthier Middle Schools: Everyone Can Help		Blast Off Game

Team Nutrition Resources

Title
Are You on the Team?
Building Blocks for Fun and Healthy Meals
Changing the Scene - Improving the School Nutrition Environment
Crediting Handbook for the Child and Adult Care Food Program
Dietary Guidelines for Americans, 2010
Dig In! Standards-Based Nutrition Education from the Ground Up
Eat Smart. Play Hard.™ Power Panther™
Empowering Youth with Nutrition & Physical Activity
Fact Sheets For Healthier School Meals
Feeding Infants: A Guide for Use in the Child Nutrition Programs
Food Buying Guide for Child Nutrition Programs
Food Buying Guide for School Meal Programs
Fruit & Vegetable Challenge Packet

Search

- Programs
- Data
- Newsroom
- Research
- Forms

- Site Map
- Advanced Search
- Help
- Search Tips
- A to Z Map

Home » Child Nutrition Programs



How To Apply

- > [Join the Team](#)

Browse By Subject

- > [HealthierUS Schools](#)
- > [Local Wellness Policy](#)
- > [Training Grants](#)
- > [Resource Library](#)
- > [Graphics Library](#)
- > [MyPlate](#)

Other Useful Links

- > [Resource Order Form](#)
- > [Healthy Meals Resource System](#)
- > [Healthy Access Locator](#)
- > [Best Practices Sharing Center](#)
- > [School Day Just Got Healthier](#)

Team Nutrition

Print



Team Nutrition is an initiative of the USDA Food and Nutrition Service to support the Child Nutrition Programs through training and technical assistance for foodservice, nutrition education for children and their caregivers, and school and community support for healthy eating and physical activity.

Spotlights



[2014 Training Grant Request for Applications](#)



[Celebrate Nutrition Month!](#)



[Two Bite Club in Spanish - now available in print!](#)



Team Nutrition print materials are available **only** to schools and child care centers that participate in the Federal Child Nutrition Programs. All others are welcome to download our materials from our Website at teamnutrition.usda.gov. **If you cannot find an item on this order form, it is temporarily out of stock. Please check back often for its availability.**

Team Nutrition print materials are available *only* to schools and child care facilities that participate in the Federal Child Nutrition Programs.

HEALTHIERUS SCHOOL CHALLENGE

- USDA218 HealthierUS School Challenge Brochure (Qty limit: 2) 1 pkg = 50
- USDA219 HealthierUS School Challenge Application Kit (Qty limit: 1)

SERVING UP MY PLATE (GRADES 1-6)

- USDA239 MyPlate at Home - Parent Handout in Spanish (Qty limit: 1) 1 pkg = 35 booklets
- USDA240 MyPlate at Home - Parent Handout in English (Qty limit: 1) 1 pkg = 35 booklets
- USDA241 Eat Smart to Play Hard with MyPlate Poster (Qty limit: 1)
- USDA242 Serving Up MyPlate Kit A Yummy Curriculum, Level 1 Grades 1&2 (Qty limit: 1) 1 kit per order
- USDA243 Serving Up MyPlate Kit A Yummy Curriculum, Level 2 Grades 3&4 (Qty limit: 1) 1 kit per order
- USDA244 Serving Up MyPlate Kit A Yummy Curriculum, Level 3 Grades 5&6 (Qty limit: 1) 1 kit per order
- USDA245 Eat Smart to Play Hard MyPlate Mini-Poster (Qty limit: 1) 1 pkg = 35 mini Posters/Avail by pack only
- USDA261 Eat Smart to Play Hard with MyPlate Mini-Poster in Spanish (Qty limit: 1)

GREAT GARDEN DETECTIVE ADVENTURE (GRADES 3 & 4)

- USDA255 Great Garden Detective Adventure Curriculum w Newsletters 1-10 (Qty limit: 1) 1 Pkg = 35 copies

DIG IN! (GRADES 5 & 6)

- USDA257 Dig In! Curriculum Kit with Teacher Guide (Qty limit: 1) With 35 Parent Booklets, 6 Dig In! posters
- USDA258 Dig In! Garden Curriculum Parent Take Home Booklet replenishment (Qty limit: 1)

NUTRITION VOYAGE: THE QUEST TO BE OUR BEST (GRADES 7 & 8)

- USDA233 Nutrition Voyage, The Quest to Be Our Best (Qty limit: 1) 1 Kit per order

HEALTHIER MIDDLE SCHOOLS- EVERYONE CAN HELP (GRADES 7 & 8)

- USDA226 Healthier Middle School Handout Kit (Qty limit: 1) Kit contains all initial handouts and DVD
- USDA227 Healthier Middle School Kit Principal's Handout (Qty limit: 2) additional Principal's handouts for USDA226
- USDA228 Healthier Middle School Kit Teacher's Handout (Qty limit: 2) additional Teacher's handouts for USDA226
- USDA229 Healthier Middle School Kit Parent Handout (Qty limit: 40) additional Parent handouts for USDA226
- USDA230 Healthier Middle School Kit Student Handout (Qty limit: 40) additional Student handouts for USDA226

How To Get Resources

- Download from the Resource Library at www.teamnutrition.usda.gov
- Print copies can be ordered online at <http://tn.ntis.gov/>
- **FREE** for those participating in child nutrition programs!



FREE!

Christie Hamm

Manager of Youth and
Community Service
Sacramento Public Library

Lunch at the Library

- Pilot project in 2013 with libraries in Fresno, Los Angeles, Sacramento, and San Diego.
- Modeled on partnership between Oakland Public Library, the City of Oakland, and the Alameda County Food Bank.
- Similar programs in Chula Vista, San Francisco, Tulare County, and in other libraries.



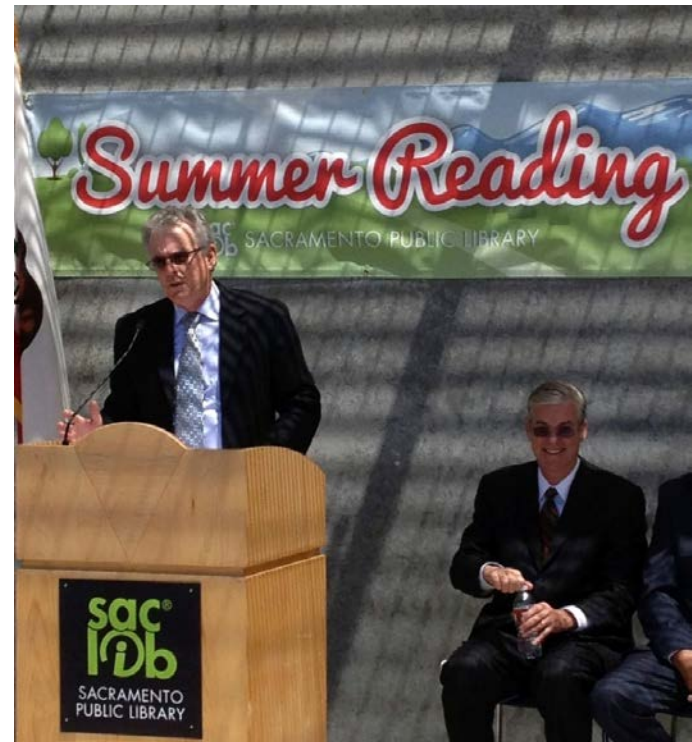
Why it's important

- Harder for low-income families to make ends meet in summer
- Low-income kids may experience greater summer learning loss than more affluent peers
- In CA, only 17% of those receiving FRP lunch participated in a summer meal program:
- Programming and site safety are key to attracting kids
- Food insecurity associated with developmental, cognitive, behavioral and physical issues



Why Lunch at the LIBRARY?

- Community spaces at the heart of the neighborhood
- Free access to resources that support lifelong needs
- Summer reading programs and activities
- Safe and trusted spaces
- Bring underserved communities to the library



Lunch and the Library – a Perfect Match

- Summer Reading Programs a natural fit
- Libraries have been doing this for 100+ years
- Encourages lunch participation by library customers
- Brings library services to new users



Engaging families

- Storytelling, writing workshops, nutrition classes, container gardening, soccer, ping pong, and Zumba!
- Families felt healthy while at the Summer Lunch at the Library program
- Families demonstrated a knowledge of library services and resources

"We have been coming several times a week over the summer. I am seeing improvement in my kids' reading ability! Thank you to those who make it possible."

--L@L Parent

Program Impact

- Libraries were popular summer meal sites:
 - Pilot sites: 13,348 lunches and 432 snacks.
- Increase in summer reading sign-ups and new library cards
- New families visiting the library
- A shift in library behavior

help us improve the summer library lunch program. Thank you!

1. Which of these things can you do at the library? (Please check all that apply)

- Read books and magazines
- Borrow books
- Borrow DVDs and CDs
- Get lunch
- Talk to a librarian
- Learn to read better
- Find information
- Get help with homework
- Use the computers
- Play with games and toys
- Do projects or crafts
- Go to storytimes
- See shows
- Join a club
- Join a teen advisory group
- Other: please tell us get Free Books at Lunch time.

How do you feel right now? (Please check all that apply)

- I feel good
- I feel happy
- I feel safe
- I feel like the food I ate is good for me
- I feel like people are nice to me at the library
- I feel relaxed
- I feel respected
- I feel like I have energy
- I feel like I'm using my brain
- I feel like I'm with friends
- Other: please tell us ± Feel Super!

Are there anything else you would like to tell us about the library or the library program?

I want to tell you this is the Best Library in the whole univers!

Bonus Points

- Effective youth development program through the recruitment and support of teen volunteers
- Effective staff development program – engaged staff from other departments, encouraged interaction with public, built staff morale
- Strong support from library administration and among library and meal provider executive boards

"[This program makes me] feel like the community cares about us."

--L@L Child Patron

Resources

"The lunch program was great. We spent more time at the library and learned about all the services due to the lunch program."

--L@L Parent/Caregiver

- www.summerfood.usda.gov
- www.cde.ca.gov/ls/nu/sf/
- www.cla-net.org
- www.summermealcoalition.org

Christie Hamm
Manager of Youth and Community Services
chamm@saclibrary.org
916.264.2978

First Book: Engaging Kids at Your Summer Meal Site

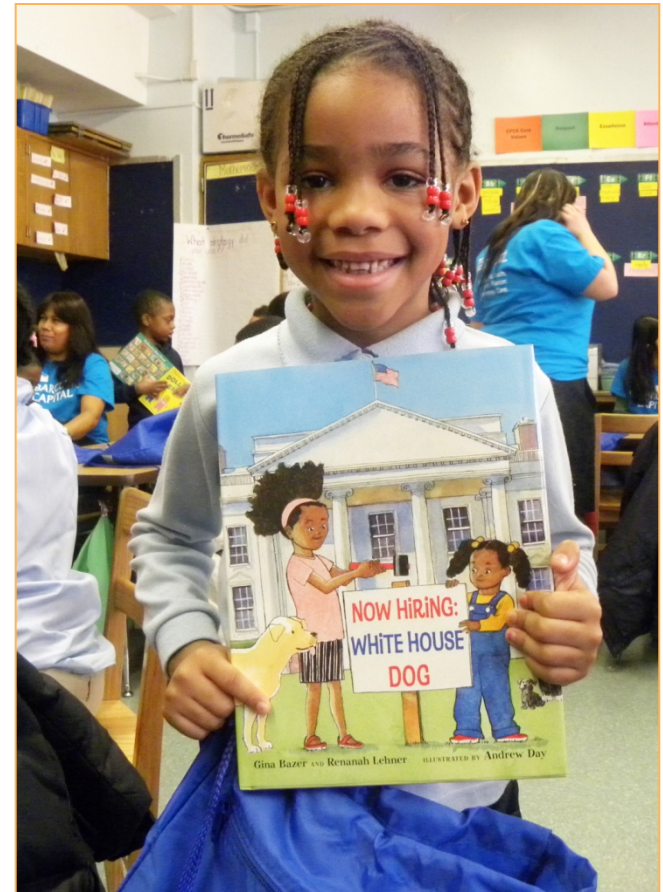


Shannon Burke-
Kranzberg

Manager, National
Engagement
First Book

About First Book

- **International nonprofit social enterprise** that provides access to free and low-cost new books and educational resources for children in need
- **110 million books** distributed since 1992
 - Retail value approaching **\$1 billion**
- **Delivering a permanent supply of *free and low-cost* brand new books** to existing programs and classrooms





**SHELTERS &
CLINICS**



LIBRARIES & MUSEUMS



**MILITARY FAMILY
SUPPORT PROGRAMS**

➔ **100,000+
classrooms
and
programs**
across the
country
working with
children in
need



**FAITH-BASED
ORGANIZATIONS**

WHO CAN SIGN UP WITH FIRST BOOK?

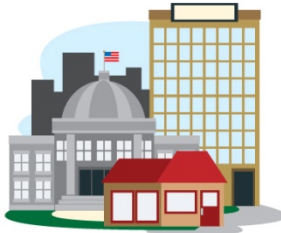


**EARLY CHILDHOOD
PROGRAMS**

➔ **Anyone
working with
kids in need
can sign up to
access
resources**



**OUT-OF-SCHOOL TIME
PROGRAMS**



AND MANY MORE!



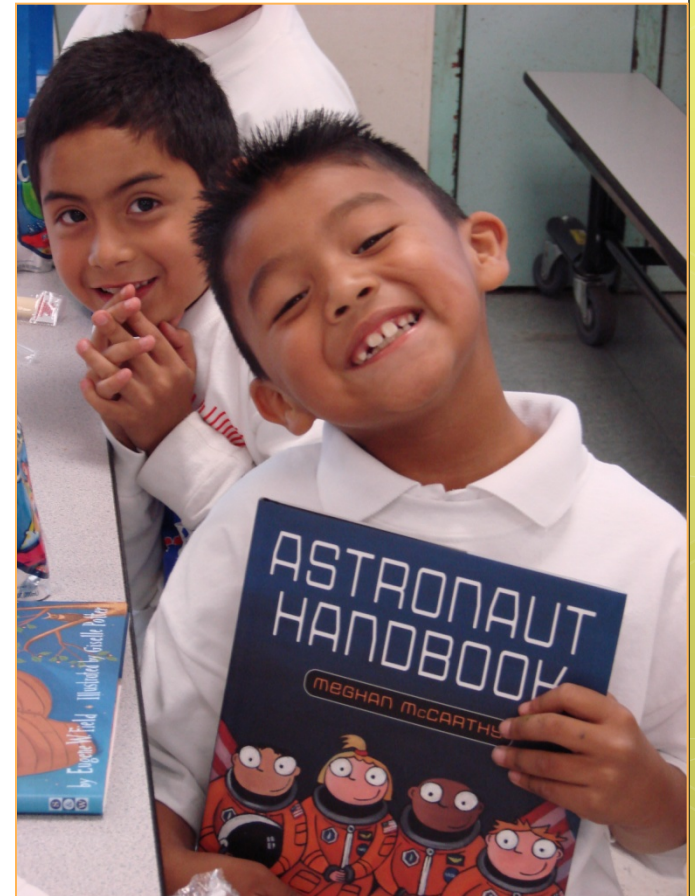
SCHOOLS

Eligibility

- **All SFSP sites are eligible to sign up with First Book (www.firstbook.org/sfsp)**
- To join the First Book network, you must be doing **one** of the following:
 - Working in a **Title I or Title I-eligible school**
 - Serving a population of children that is **70% or more in need** (based on Free and Reduced Meals, Census poverty data, etc.)
 - Serving primarily children from **military families** or children with **disabilities**
- Ensures that books and resources are going to programs most in need

Getting connected

- **Free, no-strings-attached** online process to sign up
 - Basic contact/demographic info
- **Emails** about distributions, new content and other opportunities
- **Everyone in a school or program should sign up.** It's not limited to one person per organization.
- **Help influence** what resources we offer by sharing your insight and experience

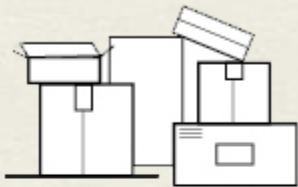


What First Book offers you

- Brand-new, top-quality books and educational resources
- Books for all kids – birth to 18
- Partnerships with 90+ publishers
- Power of choice

First Book National Book Bank

- ➔ **FREE BRAND NEW BOOKS IN CARTON QUANTITIES**
- ➔ **The first and only nationwide system** for distributing books donated by the publishing industry to schools and programs serving kids in need ~ (10 million books each year)
- ➔ **Books are free**; recipients pay only shipping and handling (\$.45/book, on average)



1 DONATIONS
Publishers donate millions of new books to First Book every year.



2 NETWORK
First Book tells our network of programs about the newest titles as we receive them.



3 APPLICATIONS
We match up the applications from teachers and program leaders with the books we have available.



4 DELIVERY
Once the applications have been reviewed, we send out the books; recipients pay only the shipping costs.

First Book Marketplace

- ➔ **THOUSANDS OF LOW COST, HIGH QUALITY BOOKS**
- ➔ Online shopping platform with top quality children's books at deep discounts – **50 to 90% off retail prices**
- ➔ **\$2.50** = average price of a First Book Marketplace book (includes shipping)



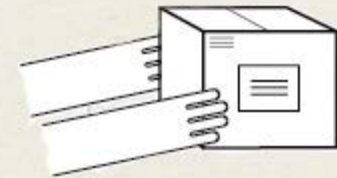
1 BOOKS
First Book buys high-quality books directly from publishers.



2 NETWORK
Because we serve millions of kids in need, we're able to get great books at low rates.



3 PURCHASES
Teachers and program leaders purchase the books they need from the Marketplace website.



4 DELIVERY
We send the books directly to schools and programs around the country; with no shipping costs.

First Book Marketplace

- More than 5,500 titles
- Relevant content areas driven by our network
 - Healthy eating
 - Anti-bullying
 - Latino-interest titles
 - Bilingual and in-language titles
 - Popular and classic titles
 - Family engagement resources
 - Multicultural titles

The screenshot displays the First Book Marketplace website. At the top, there is a navigation bar with links for 'My Dashboard', 'My Wishlist', 'Help', 'My Shopping Cart', 'Checkout', and 'Login'. A 'Select Language' dropdown is also present. Below this is a banner for 'Welcome to the First Book Marketplace' with a 'Sign Up' button and a 'LOGIN' section. A main navigation menu includes 'HOME', 'AGE GROUPS', 'TOPICS', 'GENRES', 'FUN THEMES', 'PROGRAMS', and 'COLLECTIONS'. A prominent section titled 'Need Common Core Books?' features a stack of books, including 'MAYA ANGELOU' and 'Volcanoes', with a 'Click Here' button. Below this is a search bar and social media links. The main content area is divided into several categories: 'GAMES FOR THE BRAIN' (with sub-sections like 'Spelling All Stars', 'Word Master', 'Mindful Princess', 'Zoo', and 'Celine Sowell'), 'ALA WINNERS' (featuring 'This is Not My Hat', 'Eleanor Roosevelt: A Life of Discovery', and 'Lincoln: A Photobiography'), 'HEALTHY LIVING' (with 'Big and Buxy Body', 'Eating the Alphabet', and 'Body 10'), and 'POETRY'. Each item in these sections includes an image, title, author, original price, current price, and a 'You Save' percentage.

The power of books

- Tangible tools
- Bridging gaps, building relationships
- Support families learning together
- Help strengthen families



Engaging site programming

○ **Books as incentives**

- Kids can earn points for every day they come. Five points = one book they can choose to take home and keep.

○ **Host family reading parties**

- Invite parents, families and caregivers to your site and encourage families to read together. Have books for the kids to take home, along with reading tips for parents.

○ **Engage local leaders**

- Invite local leaders to come read to the kids at your site. You can demonstrate the value your site brings to the community while providing a great, engaging activity.

Engaging site programming

○ **Make transitions easier**

- Invite teachers from the kids' schools to come and read on site. This could give kids a chance to meet their teachers for the coming school year – especially great for those entering kindergarten!

○ **Pair books with healthy activities**

- First Book has a wide selection of healthy eating/healthy living titles that can help you reinforce these positive messages.

○ **Create activities based on books**

- Have the kids write stories or create art based on the work of a particular author or illustrator. Have kids act out a story you read together, or even create their own ending.

Engaging site programming

○ **Go around the world with books**

- Organize a menu around a particular culture, read a book together, then do activities to help your kids learn about that culture. First Book has great multicultural resources!

○ **Establish a site lending library**

- The more books that are available, the more likely kids will be to read! Have kids vote on which books to put in the site library.

○ **Engage other community partners**

- Read a play with your kids, then invite a local theater troupe to your site to act it out. Invite the local librarians to come and sign the kids up for library cards so they can keep reading!

Discussion & sharing ideas

- What could you do with greater access to free/low-cost high-quality books?
- What are you already doing that more/different books could complement?
- What are some current challenges? What do you need?

Action items

- Sign up with First Book!
- Think of ways to connect First Book resources to what you're already doing.
- Talk with us!
 - We want to hear from you!
 - We can brainstorm ideas, share leading practices and help you think through how you can bring First Book to your community.

Links to resources

- First Book Registration: www.firstbook.org/sfsp
- First Book Marketplace: www.fbmarketplace.org
- ➔ First Book Family Engagement Resources:
<http://www.fbmarketplace.org/topics/family-engagement>
- First Book National Book Bank:
www.fbbookbank.org

Contact

Shannon Burke-Kranzberg

First Book

Manager, National Engagement

sburkekranzberg@firstbook.org

(202) 470-4260



Ed Wallace

CEO, Hopkins County YMCA

Demographics

20,000 City

40,000 County

19 Summer Sites

1 Mobile Site (6 Stops)





Desire to grow

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

- Map of City and County to identify need
- Convinced school to get involved we backed out of production
- Purchase meals from schools
- Potential Sites

looked at barriers for attending sites

found new locations Housing / Mobile Home parks / assisted rent apartments / Churches / VBS / School Groups or camps

- Enhanced sites with bookmobile / fire department / police department / whoever wanted to do something with a captive audience of kids





Advertise! Advertise! Advertise!



Friends, Fun & Food!



Summer Food Service Program

Food that's in when school is out!

The Summer Food Service Program provides breakfast and lunch for children ages 18 and under during summer vacation.

JUNE 10 ~ AUGUST 1

ROSENWALD PLAYGROUND

11:30AM ~ 11:45 AM

LOOK FOR THE YMCA VAN!

ROSENWALD-SMITH BUILDING

5:30PM ~ 6:00PM

For more information, contact Darlene Sheyer at 821-9622

In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age or disability. To file a complaint of discrimination, write USDA, Director, Office of Adjudication, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410 or call toll free (866) 632-9992 (Voice). Individuals who are hearing impaired or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339; or (800) 845-6136 (Spanish). USDA is an equal opportunity provider and employer.



KENTUCKY BOOKMOBILE



HOPKINS CO.-MADISONVILLE PUBLIC LIBRARY

UCBC

Provided by
Kentucky Dept. For Libraries
and Archives











SFSP Resources

Website

www.summerfood.usda.gov

Toolkit

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

Summer Food Rocks Flyers & Door Hangers

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

State Agency Contacts

<http://www.fns.usda.gov/cnd/Contacts/StateDirectory.htm>



Contact Information

Kristin Caulley

Program Analyst

External and Government Affairs

Food and Nutrition Service

U.S. Department of Agriculture

Kristin.Caulley@fns.usda.gov

703-305-2295

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, USDA Food and Nutrition Service
- Sonya Barnes, USDA Food and Nutrition Service
- Lea Claye, USDA Food and Nutrition Service
- Christie Hamm, Sacramento Public Library
- Shannon Burke-Kranzberg, First Book
- Ed Wallace, Hopkins County YMCA