

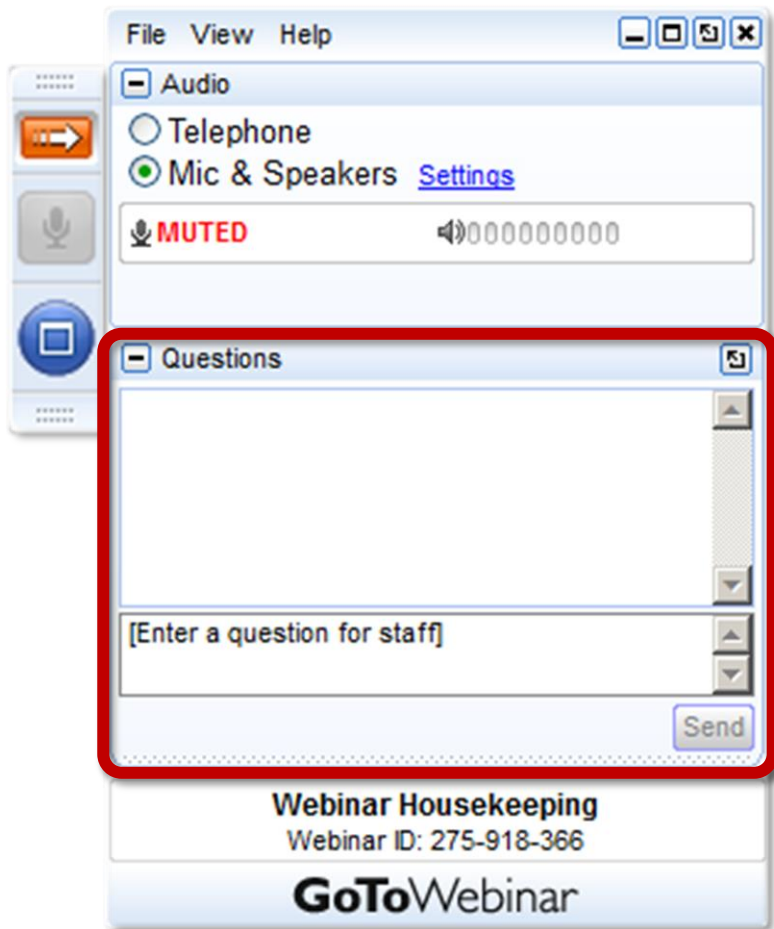
INTRODUCING THE ENHANCED *LET'S MOVE!* CITIES, TOWNS AND COUNTIES GOAL III: SMART SERVINGS FOR STUDENTS



Agenda for today's call

- Welcome
- Overview of enhanced Goal III
- Tina Namian, U.S. Dept. of Agriculture
- Kate Sims, Food Research and Action Center (FRAC)
- City Spotlight: Dede Benson, Fontana, Calif.
- Questions

Send us your questions



Your Participation

- Please submit your text questions and comments using the Questions Panel
- Note: Today's presentation is being recorded. Slides and recording will be sent within 48 hours.

LMCTC Goal III- Enhanced in June 2014

- Previously, Goal III focused on school and student participation in the School Breakfast Program and the National School Lunch Program.
- Last month, LMCTC launched the enhanced Goal III, which focuses not only on healthy food before and during the school day, but also after the school day and/or during summer months.

Reasons for Enhancing Goal III

- 1) City and county governments rarely have jurisdiction over school districts.
- 2) Sometimes viewed as inappropriate for local elected officials to take credit for school efforts.
- 3) In more affluent areas, often very low lunch program participation rates.
- 4) It could take some LMCTC sites years to achieve former goal.

Process for Changing

1. Policies and initiatives cities/counties could work on related to meal programs identified and benchmarks drafted.
2. Goal benchmarks and language piloted with ~18 LMCTC sites of various pop. sizes.
3. Feedback from pilot sites incorporated.
4. Final version approved by key stakeholders.

Enhanced Goal III

- *To provide healthy food to children and youth, local elected officials commit to expanding access to meal programs before, during and after the school day, and/or over the summer months.*
- Meal programs include:
 - School Breakfast Program (SBP),
 - National School Lunch Program (NSLP),
 - Afterschool programs through the Child and Adult Care Food Program (CACFP) or NSLP, and
 - Summer Food Service Program (SFSP).


Goal III on the LMCTC Website

www.HealthyCommunitiesHealthyFuture.org

NATIONAL LEAGUE of CITIES INSTITUTE FOR YOUTH, EDUCATION & FAMILIES

HEALTHY COMMUNITIES
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GOAL I: START EARLY, START SMART
GOAL II: MYPLATE, YOUR PLACE
GOAL III: SMART SERVINGS FOR STUDENTS
GOAL IV: MODEL FOOD SERVICE
GOAL V: ACTIVE KIDS AT PLAY


NEWS Dangerous by Design 2014 (Smart Growth America) - American communities are poised for a renaissance in walking. We're walking more often, for fun... More →

LOCAL ELECTED OFFICIALS: SIGN UP & GET STARTED



Mayor Rob Marlowe
New Port Richey, FL


LMCTC LOCAL ELECTED OFFICIALS



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GOAL III SMART SERVINGS FOR STUDENTS

Goal III: To provide healthy food to children and youth, local elected officials commit to expanding access to meal programs before, during and after the school day, and/or over the summer months.*


 The LMCTC site is participating in an active collaboration involving the city/town/county, schools and other partners to expand access to programs that offer healthy food before, during and after the school day, and/or over the summer months.

 At least two actions are taken to expand children's access to programs that offer healthy food before, during and after the school day, and/or over the summer months; plus Bronze benchmark.

 At least four approaches are used to publicize the availability of programs that offer healthy food before, during and after the school day, and/or over the summer months to make them more accessible to children; plus Bronze and Silver benchmarks.

GOAL I START EARLY, START SMART
GOAL II MYPLATE, YOUR PLACE
GOAL III SMART SERVINGS FOR STUDENTS
WHY ARE SCHOOL MEAL PROGRAMS IMPORTANT?
WHAT ROLES CAN LOCAL ELECTED OFFICIALS PLAY TO INCREASE PARTICIPATION IN SCHOOL MEAL PROGRAMS?
STEPS TO SUCCESS
RECOGNITION
REFERENCES
GOING BEYOND GOLD
RESOURCES
GOAL IV MODEL FOOD SERVICE
GOAL V ACTIVE KIDS AT PLAY

LOCAL ELECTED OFFICIALS: SIGN UP & GET STARTED



Bronze Benchmark



The LMCTC site is participating in an active collaboration involving the city/town/county, schools and other partners to expand access to programs that offer healthy food before, during and after the school day, and/or over the summer months.



Bronze Details

- Collaboration representatives could include:
 - Elected officials, school board/superintendents, principals and school nutrition directors, city or county agency directors/staff, parent teacher associations (PTAs), youth, food banks, faith-based organizations, civic organizations, etc.
- An existing task force or committee already doing this work could incorporate these activities within their mission, but the city/town/county must be involved.



Silver Benchmark



At least two actions are taken to expand children's access to programs that offer healthy food before, during and after the school day, and/or over the summer months; plus Bronze benchmark.



Silver Details

City/town/county:

- Serving as a sponsor for a healthy summer meal program.
- Serving as a feeding site, with another organization serving as a sponsor, providing healthy summer meals to children in city facilities or during city-operated summer programs.
- Providing healthy meals and/or snacks at city/town/county after-school programs.
- Collaborating with the private sector, nonprofits and/or faith-based organizations to expand the number of healthy after-school meal/snack programs or summer meal programs.
- Playing a role with schools increasing participation rates in school breakfast and school lunch programs.

Gold Benchmark



At least four approaches are used to publicize the availability of programs that offer healthy food before, during and after the school day, and/or over the summer months to make them more accessible to children; plus Bronze and Silver benchmarks.



Gold Details

- Approaches to publicize the availability of programs include the city/town/county:
 - ▣ Website or newsletter.
 - ▣ A local elected official's press announcement.
 - ▣ Media stories or social media.
 - ▣ Ads, banners, or billboards.
 - ▣ A resource guide for parents and caregivers.
 - ▣ Visits made to schools or program sites by local elected official.
 - ▣ Community events.

Important Note:

- All LMCTC sites that currently have Goal III medals will maintain their current medal status.
 - If no medal, LMCTC site works on new benchmarks.
 - If currently at bronze, they will need to meet new silver and gold.
 - If currently at silver, they will need to meet new gold.
 - If currently at gold, no action on new benchmarks needed.

Examples from Cities

- **Kansas City, KS**—the goal to increase participation in afterschool and summer meal programs is incorporated in their county-wide healthy communities plan.
- **Columbus, OH**—the Recreation and Parks Dept. is working with a local anti-hunger agency to double number of afterschool sites and increase summer meal participation.
- **Providence, RI**—the Mayor's Healthy Communities Office has developed a comprehensive marketing campaign spreading the word about summer meals.



School Lunch
School Breakfast

Child and Adult
Care Food
Program

Summer Food
Service Program

Summer Food Service Program

Food That's In When School Is Out

Child and Adult Care Food Program

Building for the Future



**School Lunch
School Breakfast**

**Child and Adult
Care Food
Program**

**Summer Food
Service Program**

Program Administration

- SFSP and CACFP are administered by a State agency
- USDA provides funding, oversight, and technical assistance
- Locally, the programs are operated by “sponsors” and services are provided at “sites”



**School Lunch
School Breakfast**

**Child and Adult
Care Food
Program**

**Summer Food
Service Program**

SFSP - Background

- Provides free, nutritious meals to low-income children ages 18 years and under
- Operates when school is not in session
- Gives children the food they need to learn, play, and grow
- Keeps children mentally engaged so they return to school ready to learn



**School Lunch
School Breakfast**

**Child and Adult
Care Food
Program**

**Summer Food
Service Program**

Meal Service

- Two meals per child, per day
- Any combination of two meals may be claimed except lunch and supper
- Camps and migrant sites may claim up to 3 meals per day
- Meals must meet USDA standards



**School Lunch
School Breakfast**

**Child and Adult
Care Food
Program**

**Summer Food
Service Program**

Sponsors

- Must accept financial and administrative responsibility
- Must be capable of managing a food service
- Sponsors:
 - Train and monitor sites
 - Arrange for meals
 - Oversee site operations
 - Complete paperwork
 - Submit claims for reimbursement



**School Lunch
School Breakfast**

**Child and Adult
Care Food
Program**

**Summer Food
Service Program**

Types of Sponsors

- Local governments
- Schools
- Community or faith-based organizations
- Private non-profit organizations
- Migrant centers
- Tribal organizations



School Lunch
School Breakfast

Child and Adult
Care Food
Program

Summer Food
Service Program

Meal Sites

- Parks
- Schools
- Swimming pools
- Community or rec centers
- Churches
- Playgrounds
- Housing projects
- Camps
- Migrant centers
- Libraries



School Lunch
School Breakfast

Child and Adult
Care Food
Program

Summer Food
Service Program

Site Types

- **Open site**
- **Enrolled site**
- **Camps**
- **Migrant sites**



**School Lunch
School Breakfast**

**Child and Adult
Care Food
Program**

**Summer Food
Service Program**

Keys to Success

- Provide creative and fun activities for kids and teens
- Develop partnerships
- Involve parents
- Be resourceful and innovative
- Identify local Champion(s)



**School Lunch
School Breakfast**

**Child and Adult
Care Food
Program**

**Summer Food
Service Program**

Expansion Effort

- Targeted Technical Assistance in 11 States
- Served 7 million additional meals in 2013
- Goal to serve 10 million more meals in 2014
- Mapping used to identify underserved areas



**School Lunch
School Breakfast**

**Child and Adult
Care Food
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**Summer Food
Service Program**

CACFP - Background

- Provides nutritious meals to children 12 years and under*
- Provides nutritious meals to adults 60 years and over, and chronically impaired people
- Operates year-round

* 15 years of age for migrant children and 18 years of age for at-risk



**School Lunch
School Breakfast**

**Child and Adult
Care Food
Program**

**Summer Food
Service Program**

Program Benefits

- Federally funded program that is administered through State agencies
- Funds go to child care providers or centers, not to parents
- Helps families stretch their food-buying dollar by keeping cost of care down



**School Lunch
School Breakfast**

**Child and Adult
Care Food
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**Summer Food
Service Program**

CACFP Components

- **At-Risk Afterschool Care Centers**
- **Child Care Centers**
- **Family Day Care Homes**
- **Homeless Shelters**
- **Outside School Hours Care Centers**
- **Adult Day Care Centers**



**School Lunch
School Breakfast**

**Child and Adult
Care Food
Program**

**Summer Food
Service Program**

Sponsoring Organizations

- Oversee the operations of homes and/or centers they sponsor
- Must accept financial and administrative responsibility
- May be school, governmental entity, community or faith-based non-profit organization, or certain for-profit organizations



**School Lunch
School Breakfast**

**Child and Adult
Care Food
Program**

**Summer Food
Service Program**

At-Risk Afterschool Care Centers

- Sites must be located in low income areas, offer structured activities, and meet local health and safety standards
- May serve one snack and one meal per child (age 18 and under), per day- must meet USDA standards
- Must maintain accurate meal counts and submit claim



**School Lunch
School Breakfast**

**Child and Adult
Care Food
Program**

**Summer Food
Service Program**

Year-Round Programs

- One place, all year long, where a child knows they can come get a free meal
- Steady stream of funding!
- Streamlined application, eligibility and monitoring
 - Afterschool to Summer
 - Summer to Afterschool



School Lunch
School Breakfast

Child and Adult
Care Food
Program

Summer Food
Service Program

Area Eligibility

- **SFSP**
 - Based on school or census data
 - New options for use of census data
 - Individual eligibility for camps
- **CACFP At-risk**
 - Based only on school data



School Lunch
School Breakfast

Child and Adult
Care Food
Program

Summer Food
Service Program

Congregate Feeding

- Legislatively required
- Promotes healthy eating habits
- Preserves program integrity
- Ensures meals go to children in need



**School Lunch
School Breakfast**

**Child and Adult
Care Food
Program**

**Summer Food
Service Program**

Meal Service Rules + Tips

- Meal Service Times
 - No Federal restrictions
 - Set realistic and accommodating times
 - Creates consistency, ensures families know when to come
- Meals Served to Adults
 - Cannot be reimbursed
 - But you can use other sources of funding/charge for meals



**School Lunch
School Breakfast**

**Child and Adult
Care Food
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**Summer Food
Service Program**

To Get Started

- Contact the appropriate State agency, which can be found on our website:

<http://www.fns.usda.gov>

Select the relevant Program and then select ***Contacts***

Increasing Access to Summer and Afterschool Meals in Your City



Kate Sims, MSW
Child Nutrition Policy Analyst
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www.frac.org

Food Research and Action Center (FRAC)



National anti-hunger organization
Nonprofit and nonpartisan

The Action in FRAC:

- Conduct research and policy analysis
- Serve as a clearinghouse
- Provide technical assistance
- Lobby Congress

Putting Hunger Reduction on Your Anti-Obesity Agenda



- Children are more vulnerable to rapid BMI gains and food insecurity during the summer
- Participation in federally-funded child nutrition programs is associated with improved weight-related outcomes (e.g., reduced obesity risk or lower BMI) among school-age children and adolescents
- Increasing participation in the federal nutrition programs is a childhood obesity prevention strategy recommended by two Institute of Medicine (IOM) committees and the White House Task Force on Childhood Obesity

Hunger in the United States



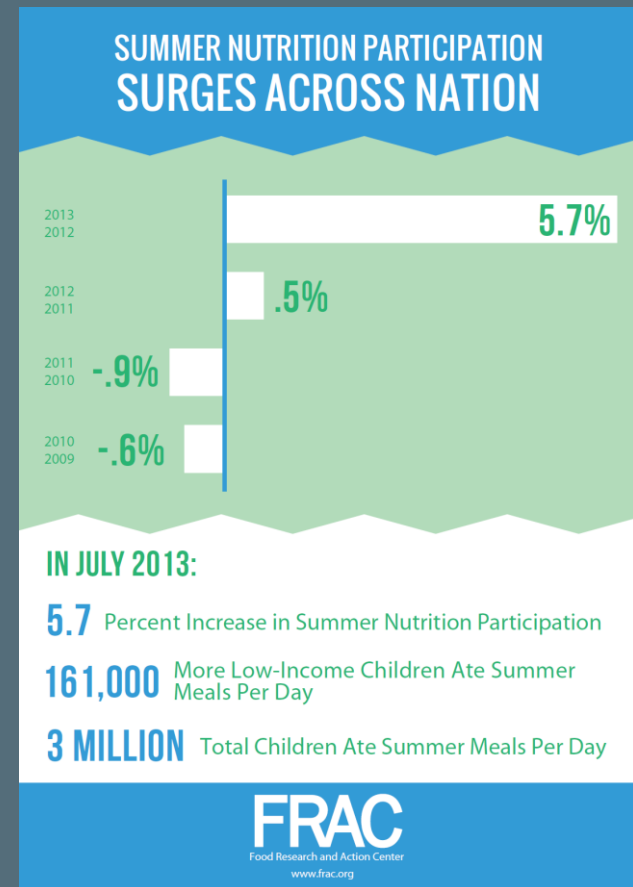
15.8 million children live in food insecure households
- Source: ERS/USDA

FRAC Food Hardship Report

- 18.2 percent households experience food hardship
- Source: FRAC
- 23.5 percent are households with children
- Source: FRAC
- Report looks at state rates as well as MSA areas
- Numbers make a case for Summer and Afterschool Meals

Hunger Doesn't Take a Vacation

- Summer 2013 marked 1st major increase in 10 yrs
- 161,000 more children ate (or 5.7%) than Summer 2012
- USDA led the charge and surpassed goal of 5 mill more meals in 2013



National, State, and Local Partnerships



- National Partners
 - National League of Cities, YMCA of the USA, National Recreation and Park Association, Boys and Girls Clubs of America, National Council of La Raza, Afterschool Alliance
- State Partners
 - State anti-hunger organizations, state afterschool networks, state associations
- Local Partners
 - City and county agencies, food banks, school districts

Increasing Access to Meals in Your City



- Visit local summer and afterschool meal sites and invite the media
- Encourage city agencies to become a sponsoring organization
- Help connect local community organizations (such as churches) to local sponsors to become new sites
- Encourage school districts to sponsor both school and community-based sites, act as vendor to community sponsors, and help promote nearby sites to families
- Convene community stakeholders in a Child Nutrition Workgroup
- Make hunger part of your anti-poverty, anti-obesity, or work around closing the achievement gap

Meal Reimbursements as an Important Funding Source



City agencies running out-of-school time programs can receive:

- About \$1,000 per child from 21st CCLC to fund programming
- Over \$900 per child to cover food costs and support administrative costs by offering year-round meals as part of existing programs

Nutrition Program	Funding Per Child
Summer Meals	\$203.40
Afterschool Meal	\$569.25
Total	\$772.65

Nutrition Program	Funding Per Child
Summer Meals	\$203.40
Afterschool Meal + Snack	\$713.25
Total	\$916.65

- Based on 40 day summer program; 180 day school year
- Summer reimbursement includes breakfast and lunch

www.frac.org



- Summer Food Report: *Hunger Doesn't Take a Vacation*
- Year-Round Summer Food Calendar and Guide
- Meals Matter Monthly Call Series
- Summer Outreach Toolkit
- Afterschool Meals Guide
- Standards of Excellence

THANK YOU



Kate Sims

Child Nutrition Policy Analyst

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Local Perspective **Fontana, Calif.**

Dede Benson
Services Coordinator II
City of Fontana
Healthy Fontana Program

City of Fontana, Calif.



Goal III: Smart Servings for Students



Healthy Fontana Vision



- **Promote a healthy & active lifestyle**
- **Within a livable community**
- **To enrich the quality of life for Fontana residents**



HEALTHY FONTANA

Healthy Fontana Goal

- Promote and Implement
 - Educational programs
 - Benefits of being healthy
 - Active community through four major components:



1. Nutrition
2. Active Living
3. Smart Growth Development
4. Community Partnership

HEALTHY FONTANA

Summer Food Program

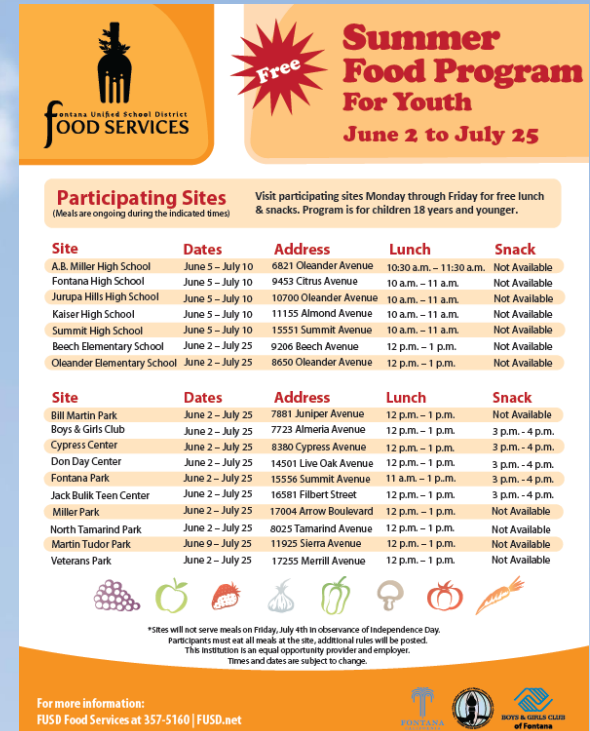
- 5th Consecutive Summer collaborating with Fontana Unified School District (FUSD)
- 8 Week Nutrition program
 - June 2 to July 25
- Total of 20 sites
 - 12 City Parks & Community Centers
 - 7 FUSD School sites
 - 1 Boys & Girls Club



Summer Food Program

City of Fontana partnership included:

- Development of marketing materials
- Digital Media through Facebook posts & City website
- Flyers distributed in all City facilities
- Full page in City Brochure



Fontana Unified School District FOOD SERVICES


Free Summer Food Program For Youth
June 2 to July 25

Participating Sites
(Meals are ongoing during the indicated times)

Visit participating sites Monday through Friday for free lunch & snacks. Program is for children 18 years and younger.


Site	Dates	Address	Lunch	Snack
A.B. Miller High School	June 5 – July 10	6821 Oleander Avenue	10:30 a.m. – 11:30 a.m.	Not Available
Fontana High School	June 5 – July 10	9453 Citrus Avenue	10 a.m. – 11 a.m.	Not Available
Junipero Hills High School	June 5 – July 10	10700 Oleander Avenue	10 a.m. – 11 a.m.	Not Available
Kaiser High School	June 5 – July 10	11155 Almond Avenue	10 a.m. – 11 a.m.	Not Available
Summit High School	June 5 – July 10	15551 Summit Avenue	10 a.m. – 11 a.m.	Not Available
Beech Elementary School	June 2 – July 25	9206 Beech Avenue	12 p.m. – 1 p.m.	Not Available
Oleander Elementary School	June 2 – July 25	8650 Oleander Avenue	12 p.m. – 1 p.m.	Not Available

Site	Dates	Address	Lunch	Snack
Bill Martin Park	June 2 – July 25	7881 Juniper Avenue	12 p.m. – 1 p.m.	Not Available
Boys & Girls Club	June 2 – July 25	7723 Almeria Avenue	12 p.m. – 1 p.m.	3 p.m. – 4 p.m.
Cypress Center	June 2 – July 25	8380 Cypress Avenue	12 p.m. – 1 p.m.	3 p.m. – 4 p.m.
Don Day Center	June 2 – July 25	14501 Live Oak Avenue	12 p.m. – 1 p.m.	3 p.m. – 4 p.m.
Fontana Park	June 2 – July 25	15556 Summit Avenue	11 a.m. – 1 p.m.	3 p.m. – 4 p.m.
Jack Bulik Teen Center	June 2 – July 25	16581 Filbert Street	12 p.m. – 1 p.m.	3 p.m. – 4 p.m.
Miller Park	June 2 – July 25	17004 Arrow Boulevard	12 p.m. – 1 p.m.	Not Available
North Tamarind Park	June 2 – July 25	8025 Tamarind Avenue	12 p.m. – 1 p.m.	Not Available
Martin Tudor Park	June 9 – July 25	11925 Sierra Avenue	12 p.m. – 1 p.m.	Not Available
Veterans Park	June 2 – July 25	17255 Merrill Avenue	12 p.m. – 1 p.m.	Not Available



*Sites will not serve meals on Friday, July 4th in observance of Independence Day.
Participants must eat all meals at the site, additional rules will be posted.
This institution is an equal opportunity provider and employer.
Times and dates are subject to change.

For more information:
FUSD Food Services at 357-5160 | FUSD.net



Summer Food Program

Average Meals Served Daily:

- Summer 2013: 2,700 daily
- Projected 2014: 3,000 daily

Total Meals Served:

- Summer 2013: 96,000
- Projected 2014: 110,000



Let's Move Outside

- 1st Year Pilot Program at two nutrition sites: City Parks
- Goals:
 - ↑ Lunch & Snack participation
 - ↑ 60 minutes of physical activity
- 200 + children 1st week



Summer Food Program (SFP) Nutrition & Physical Activity

- Family Nutrition Education & Physical Activity games
- Short educational sessions:
 - MyPlate education
 - ↑ Fruits & Vegetable intake
 - Be active as a family
- Rotate to various SFP sites
- 150 + parent/child 1st week



After-School Program

Free snacks served at all FUSD after-school program sites:

- 33 middle & elementary schools
- Approx. 3,300 students served daily
- Fruit, low fat dairy, whole grain snacks, juice, and/or water



After-School Program

Pilot Dinner Program:

- (5) Middle Schools
- Approx. 500 students
- FUSD contracting - Revolution Foods
 - Cold Dinners
 - Chicken salad - Turkey sandwiches – Salads
 - Fruits, vegetables, whole grains, milk



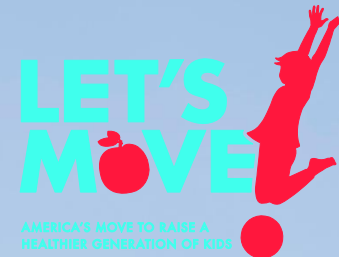
Program Conclusion

A projected 15% increase in SFP participation by:

- ↑ Marketing- schools, flyers & social media
- Free Nutrition & P.A. programs.



Collaborations



Thank you!

City of Fontana



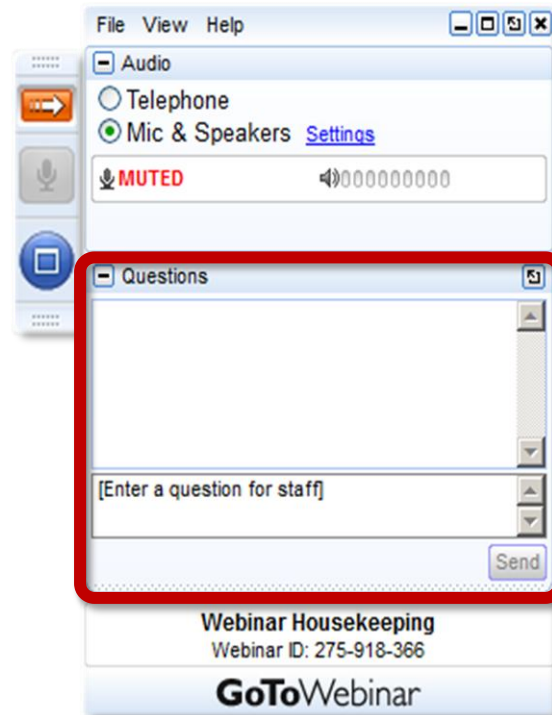
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HealthyFontana.org

Questions



- Use the question feature/box on GotoWebinar

THANK YOU!!!



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