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.
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.
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
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.
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 afterschool programs.
- Collaborating with the private sector, nonprofits and/or faith-based organizations to expand the number of healthy afterschool 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.
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.
Summer Food Service Program

Food That’s In When School Is Out

Child and Adult Care Food Program

Building for the Future
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”
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
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
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
Types of Sponsors

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

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

- Open site
- Enrolled site
- Camps
- Migrant sites
Keys to Success

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

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

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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

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<th>Funding Per Child</th>
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<td>Summer Meals</td>
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<tr>
<td>Afterschool Meal</td>
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- 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

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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 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
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
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
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
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.
Thank you!

City of Fontana

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Questions

- Use the question feature/box on GotoWebinar
THANK YOU!!!

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