SUMMER FOOD SERVICE PROGRAM (SFSP)

Webinar Audio:
1-877-688-2596
Passcode:
5307853#

Summer Food Service Program and Seamless Summer – Getting Local Elected Officials (Mayors, School Boards, PTAs, County and City Reps) Involved

March 27, 2013

Welcome & Opening Remarks

Jimmy Nguyen
Office of Strategic Initiatives, Partnerships, and Outreach
Food and Nutrition Service
U.S. Department of Agriculture

Webinar Housekeeping Items

Access to materials:

How to make a comment or ask a question:

- Type your question or comment using the **Q&A Tab**

- **Press *1** to ask your question or comment on the phone

Recording:

- This session will be recorded and available online:

www.fns.usda.gov/outreach/webinars/summer.htm

What is SFSP?

- Federally-funded program administered through State agencies
- States reimburse sponsors (could be you!)
- Provides free, nutritious meals to low-income children,
  18 years old and younger
- Operates when school is not in session

21 million children receive school meals

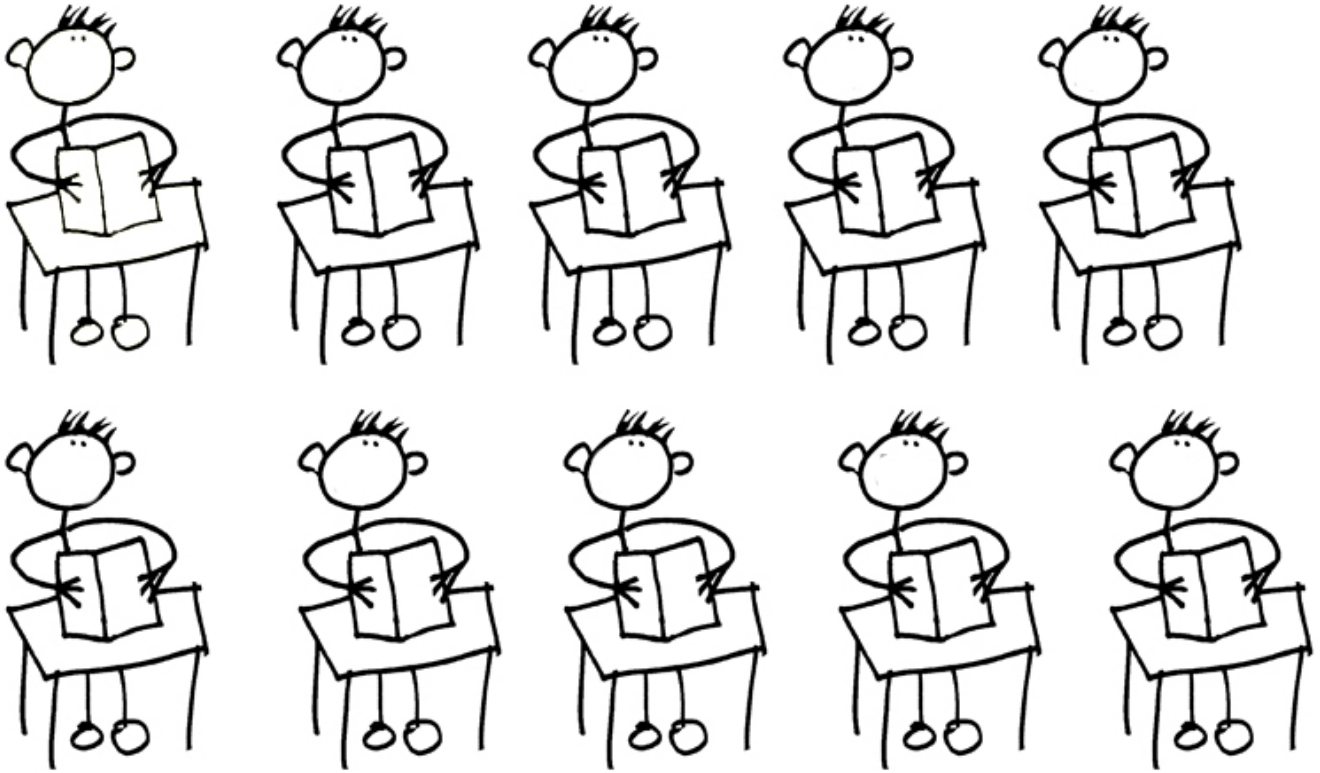
vs.

2.3 million children receive summer meals

90% ELIGIBLE CHILDREN ARE NOT BEING REACHED!

19 MILLION CHILDREN

Only 1 in 10 kids who are eligible for free summer meals get those meals



Main Players

States	• Sign agreements with sponsors • Provide training and technical assistance to sponsors • Monitor and distribute reimbursements
Sponsors	• Handle administration and training for sites • Report to State
Sites	• Feed and supervise kids • Report to sponsor

Free Meals Served at Sites

Scattered poverty

- **Enrolled site** which provide free meals for children whose eligibility has been individually established

Concentrated areas of high poverty

- **Drop-in sites (open sites)** where all children eat free without the need of additional paperwork because the site is ***area*** eligible (even if enrolled program)

Program Benefits

- Gives children the food they need to learn, play and grow
- Helps families stretch food budgets
- Keeps children mentally and physically engaged

Seamless Summer

Who's eligible? School Food Authorities (SFAs) participating in the National School Lunch (NSLP) or School Breakfast Program (SBP) are eligible to apply for the Seamless Summer Option.

Who participates? SFAs serve meals free of charge to children, 18 years and under.

Where's the money? SFAs are reimbursed at the NSLP and/or SBP "free" rates.

Federal Incentives

Each FY, USDA pays the State Agency administering the program, funds to cover expenses incurred administering the SFSP. [**7 C.F.R. §225.5(a)]**

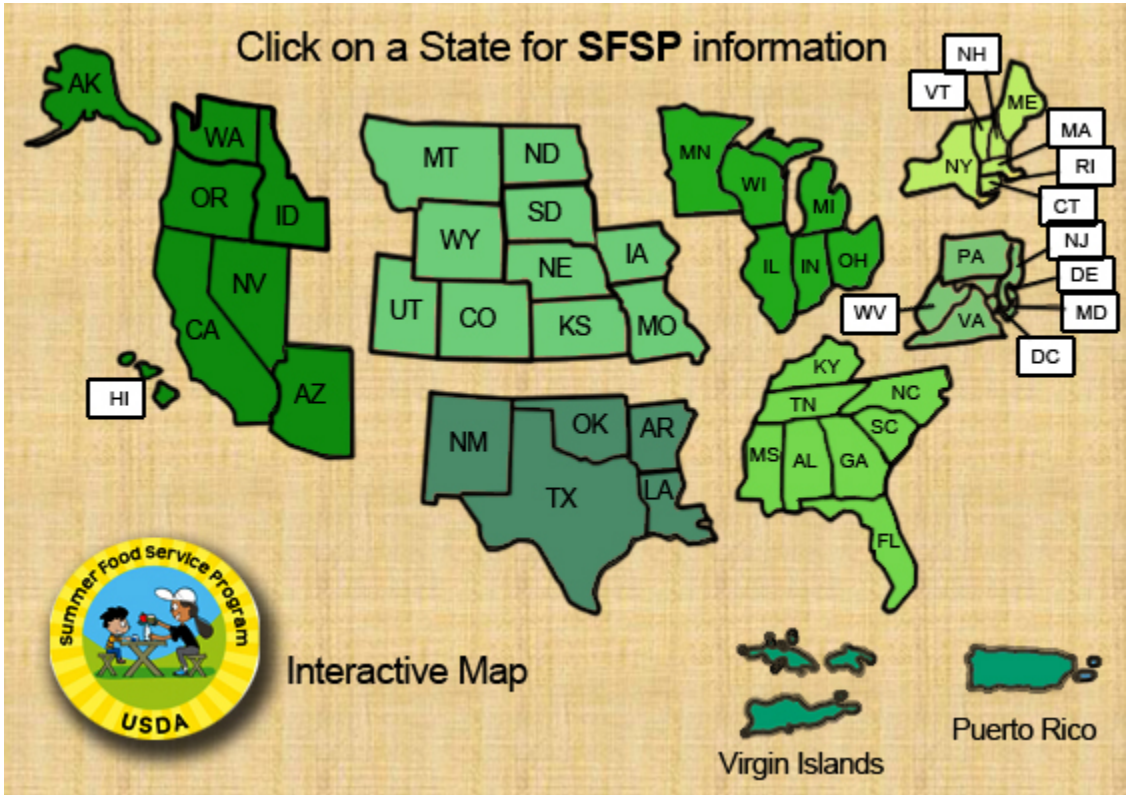
State Administrative funds are based on how many meals your State serves!

More Meals = More Money

Benefits to the Community

JOBS! JOBS! JOBS!

http://www.fns.usda.gov/outreach/SNAPandSFSPmap.htm



Economic Benefits at the Local Level

Your local government agencies and organizations can be Sponsors and get reimbursements for administrative costs

Administrative costs are those expenses incurred by the sponsor for activities related to program planning and oversight.

Administrative costs may include:

- Salaries for administrative, monitoring, or support staff
- Rental of office equipment and office space
- Travel or insurance costs

Examples of local gov't entities as sponsors:

- Parks and Recreation Departments
- City and County Health Departments
- Schools
- Libraries
- Neighborhood services
- 4-H Camps

Work with Partners for More Funding

NO KID HUNGRY™
SHARE OUR STRENGTH

Colorado &
Connecticut

DC public library
check it out!

Next Steps - USE YOUR INFLUENCE

Learn more about what's going on in your community.

- Contact your State agency administering the SFSP

www.fns.usda.gov/cnd/Contacts/StateDirectory.htm

- Reach out to existing Sponsors including nonprofits, schools, and faith-based and community organizations.
- Promote the summer feeding sites to parents and children

USDA Resources!

- Contact your state agency: www.fns.usda.gov/cnd/Contacts/StateDirectory.htm
- SFSP Outreach Page: www.fns.usda.gov/cnd/Summer/Outreach.htm
- Main USDA Summer Food page: www.summerfood.usda.gov
- Streamlined Policies!

Food for Kids: What Local Officials Need to Know

Maureen Berner, Professor
School of Government
University of North Carolina at Chapel Hill
Spring 2013

Programs Available But Not Used

- Need in communities is higher than ever
- Federal programs and funding are available
- Front line employees are overwhelmed
- Want to meet community needs but in turn they need leadership and support

What can local leaders do?

Learn

- How many kids qualify for free and reduced price meals in your schools? *….but how many actually get them?*
- What can local governments do? *….why aren't we plugged into this program?*
- How much money do we qualify for but are leaving on the table? *….you mean we could create jobs and bring money to local businesses and farms through an established federal program for which we qualify but we aren't doing it? Why not?*

Connect

- Are there currently any sponsors of meal programs in your area? *….could we piggy-back on ground work already laid?*

- Where do we deal with kids?... *How can we leverage this program to support what we already do? think broadly – schools, parks, pools, libraries, public health*

- What would it take for the local school nutrition officer/food bank/department heads to expand the programs? *…can we partner with folks to minimize the burden but share in the gains?*

Support

- If it is a priority for you, it will be a priority for the employees. *...otherwise, their plate is full.*
- Your staff will have to work out local barriers. *…Support them.*
- State folks are standing by to help. *…so ask for it.*
- *This is an EDO – economic development opportunity. …Big bucks. Jobs.*

Learn, Connect, Support

- Learn about level of need in your town
- Learn about who is doing what, if anything
- Connect to them, ask about local barriers to expanding program
- Support up, down and across - to other decision-makers, front line employees
- Consider economic impact - is it worth local investment?

Questions for Maureen?

Maureen Berner, Professor
School of Government
University of North Carolina at Chapel Hill

To ask a question:

Press *1 on your phone to have the operator open your phone line

OR

Type your question into the Q&A tab at the top, left hand side of your webinar screen

How Can City Leaders Champion Federal Child Nutrition Programs?

Lessons Learned and Best Practices

Imani D. Hope, Associate for Education and Afterschool Initiatives
National League of Cities
Institute for Youth, Education, and Families

NLC's Institute for Youth, Education, and Families

- NLC is the country's oldest and largest national organization representing the interests of cities.
- The Institute for Youth, Education, and Families (YEF Institute), is an entity within NLC.
- The YEF Institute helps municipal leaders take action on behalf of the children, youth and families in their communities.
- More than 150 cities have participated in over two dozen in-depth technical assistance initiatives sponsored by the YEF Institute.

CHAMP 2012 Highlights

- National initiative to expand participation in the federal Afterschool Meals Program in partnership with FRAC
- Launched in January 2012 with support from the Walmart Foundation
- 21 Cities participated in one of two leadership academies, receiving information and guidance on developing programs that utilize the federal Afterschool Meals Program
- 11 Cities and 6 anti-hunger organizations received grants and technical assistance from NLC and FRAC to expand local afterschool meal efforts

A Year-Long Effort to Reduce Child Hunger

Participating Cities

NATIONAL LEAGUE of CITIES | INSTITUTE FOR YOUTH, EDUCATION & FAMILIES

CHAMP 2013-2014: Incorporating Summer Meals

Two Intensive Leadership Academies in May and June

- Each 2-day meeting will provide basic information about local efforts to expand participation in federally-subsidized afterschool and summer meal programs
- Cities will learn how to access federal funding
- Time will be allotted to action planning among city teams

Potential for funding opportunities in the fall for select cities

- All leadership academy cities will be eligible to apply for regrants and in-depth technical assistance from NLC and FRAC
- The 18-month initiative will include in-depth technical assistance from NLC and FRAC, one cross-site convening, site visits, and monthly calls with city teams

Six “C’s” of Municipal Official Engagement

- Champion
- Catalyst
- Convener
- Connector
- Coordinator
- Carrot … incentives

Connect with the YEF Institute

Web: www.nlc.org/iyef

E-newsletter & Peer Networks:
http://my.nlc.org/eweb

myNLC

Blog:
http://citiesspeak.org

CitiesSpeak.org
HELPING CITY LEADERS BUILD BETTER COMMUNITIES

Twitter:

www.twitter.com/yefinstitute

twitter

Facebook:

www.facebook.com/yefinstitute

facebook

NATIONAL LEAGUE of CITIES | INSTITUTE FOR YOUTH, EDUCATION & FAMILIES

For More Information

Contact: Imani Hope
(202) 626-3180
ihope@nlc.org

National League of Cities
Institute for Youth, Education and Families
1301 Pennsylvania Ave., N.W., Washington, DC 20004
www.nlc.org/iyef

How Can City Leaders Champion Federal Child Nutrition Programs?

Lessons Learned and Best Practices

Imani D. Hope, Associate for Education and Afterschool Initiatives
National League of Cities
Institute for Youth, Education, and Families

Questions for Imani?

Imani D. Hope,
Associate for Education and Afterschool Initiatives
National League of Cities
Institute for Youth, Education, and Families

To ask a question:

Press *1 on your phone to have the operator open your phone line

OR

Type your question into the Q&A tab at the top, left hand side of your webinar screen

Ensuring No Kid Goes Hungry When School is Out

USDA SFSP Webinar

Lucy Melcher, Share Our Strength
Lmelcher@strength.org

Raise Awareness about Summer Meals

- Use constituent newsletters and emails to share information about summer meals in your communities
- Talk with principals, school officials, and teachers to share information with students and parents
- Ask local businesses to get involved as a sponsor or with awareness raising

Leveraging Your Role in Your Community

- Work with schools, businesses, and community leaders to encourage programming and activities at sites
- Host kick-off events for summer meal sites
- Encourage agencies to share data for locating sites through texting, hotline or 2-1-1

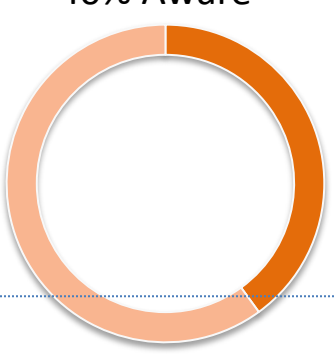
Tools Available from the No Kid Hungry Center for Best Practices

bestpractices.nokidhungry.org/summer-meals

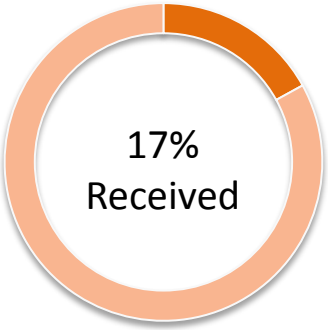
- Summer Meals Outreach Toolkit
  - Press release
  - Radio PSA script
  - Photo Library
  - Tips for community outreach
  - Faith-based bulletin insert
  - Community news paper calendar listing
  - Letter to parents
  - FAQs on summer meals
  - Community news article
  - Template Tweets/Facebook posts
  - Template print PSA/poster
- Summer Meals Focus Groups
- Summer Meals Report

The majority of parents do not know that free summer meals are available; participation is low

Aware of locations for free summer meals



Received a free summer meal

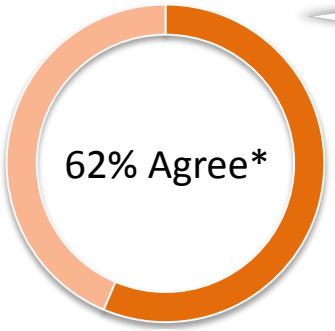


Recommend this free meals site to others
(n=153)

Q6a. To the best of your knowledge, are there locations in your community where children can go for free meals in the summer?
Q7a. This past summer, did your child receive free meals at a location in your community such as a school, church, parks and recreation center, or community center?
Q6b. What, if anything, do you know about these free meals? (n=356) TOP 25 WORDS

Summer takes a toll on many low income families' already tight budgets

We spend more on food during the summer than during the school year.



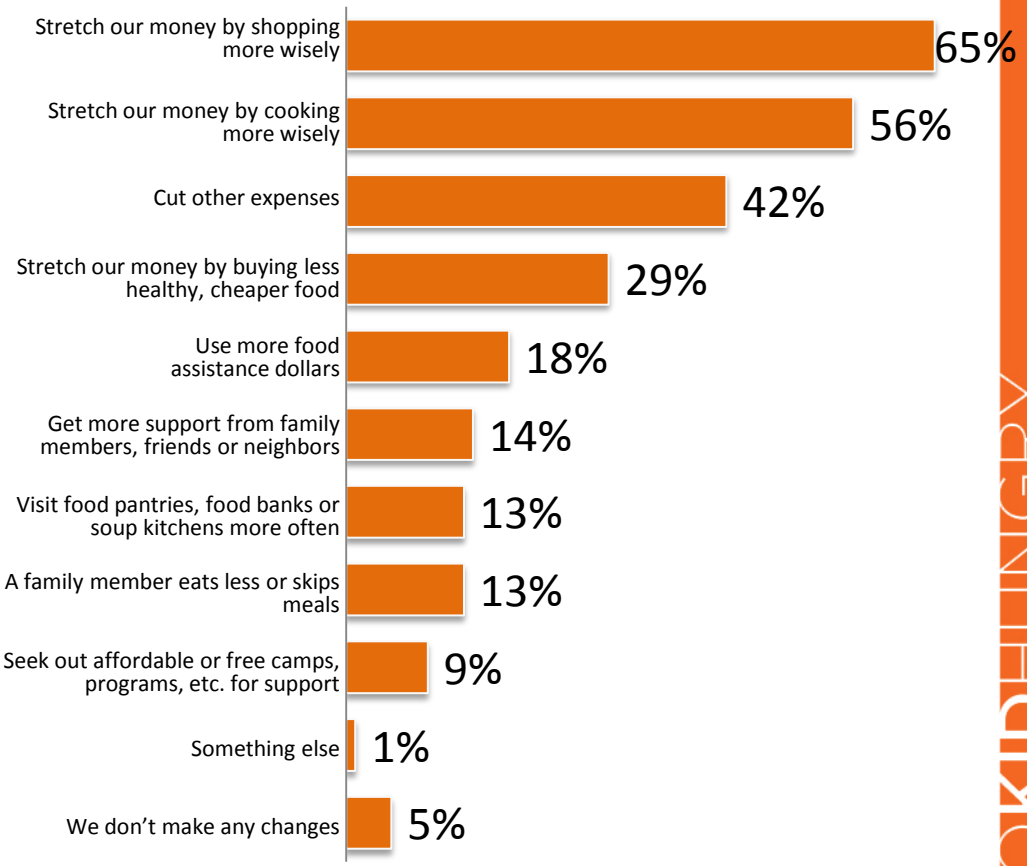
It is harder to make ends meet during the summer than during the school year

We sometimes find ourselves without enough money for food during the summer

Strongly or somewhat agree

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

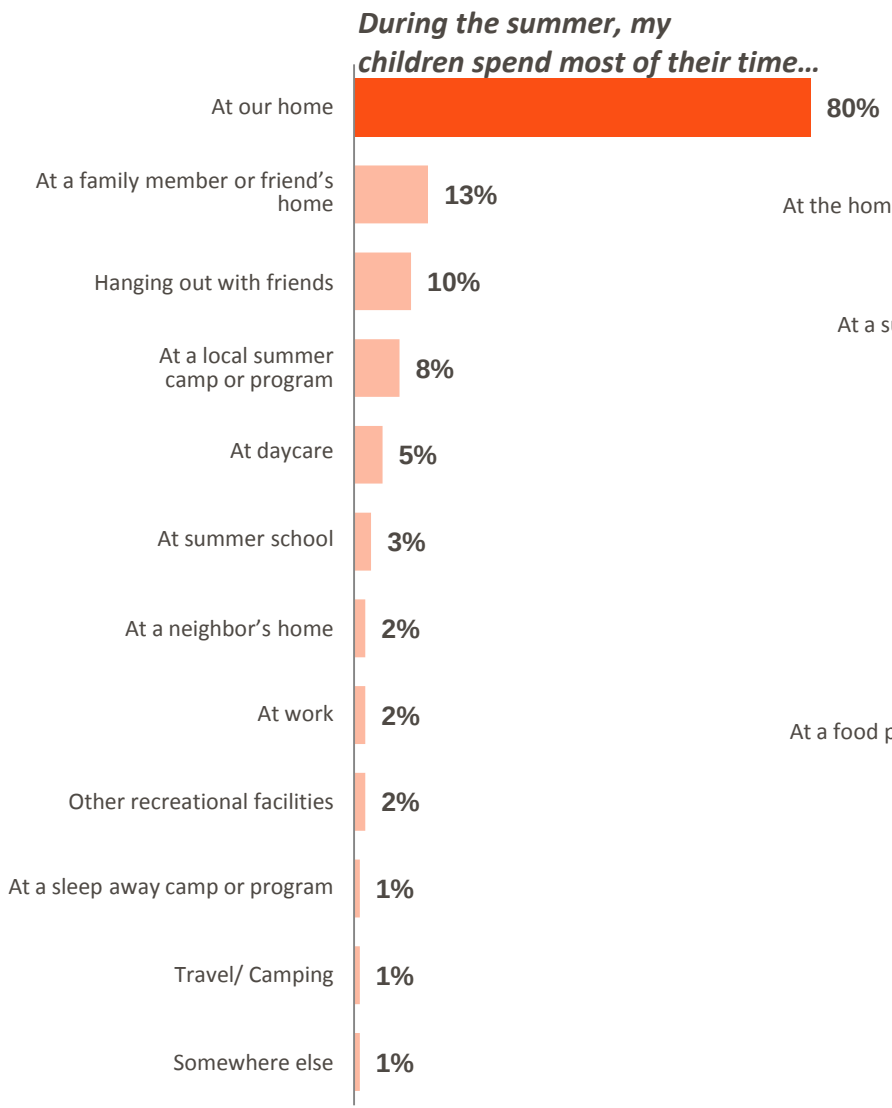
Common Coping Mechanisms

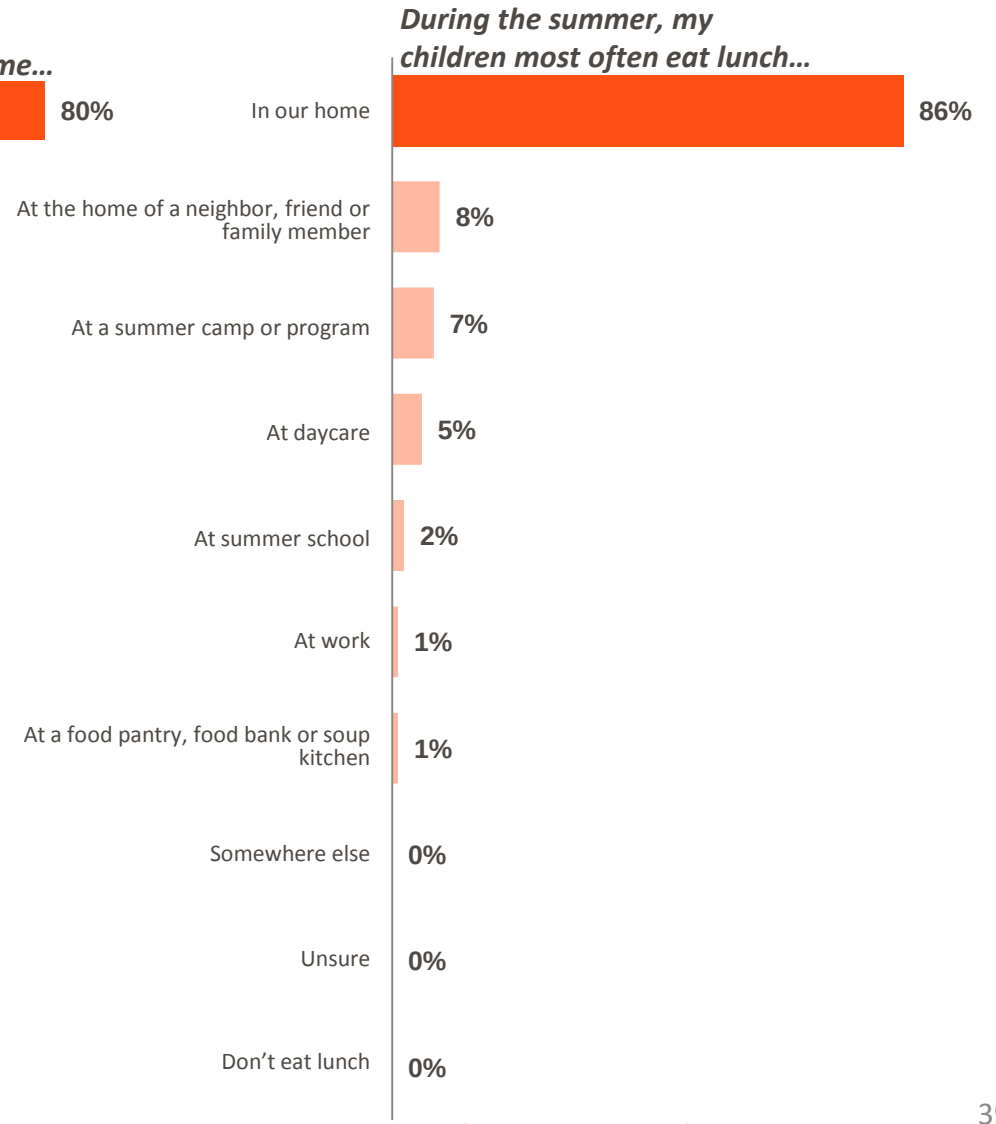


Q4a. Below are a few ways that some parents have said summer impacts their families. When it comes to your family, how much do you agree or disagree with the following statements.
Q4b. During the summer, on average, how much more would you estimate your family spends on groceries each month?

MULTIPLE RESPONSE

Most kids are at home and not in programs that would serve meals

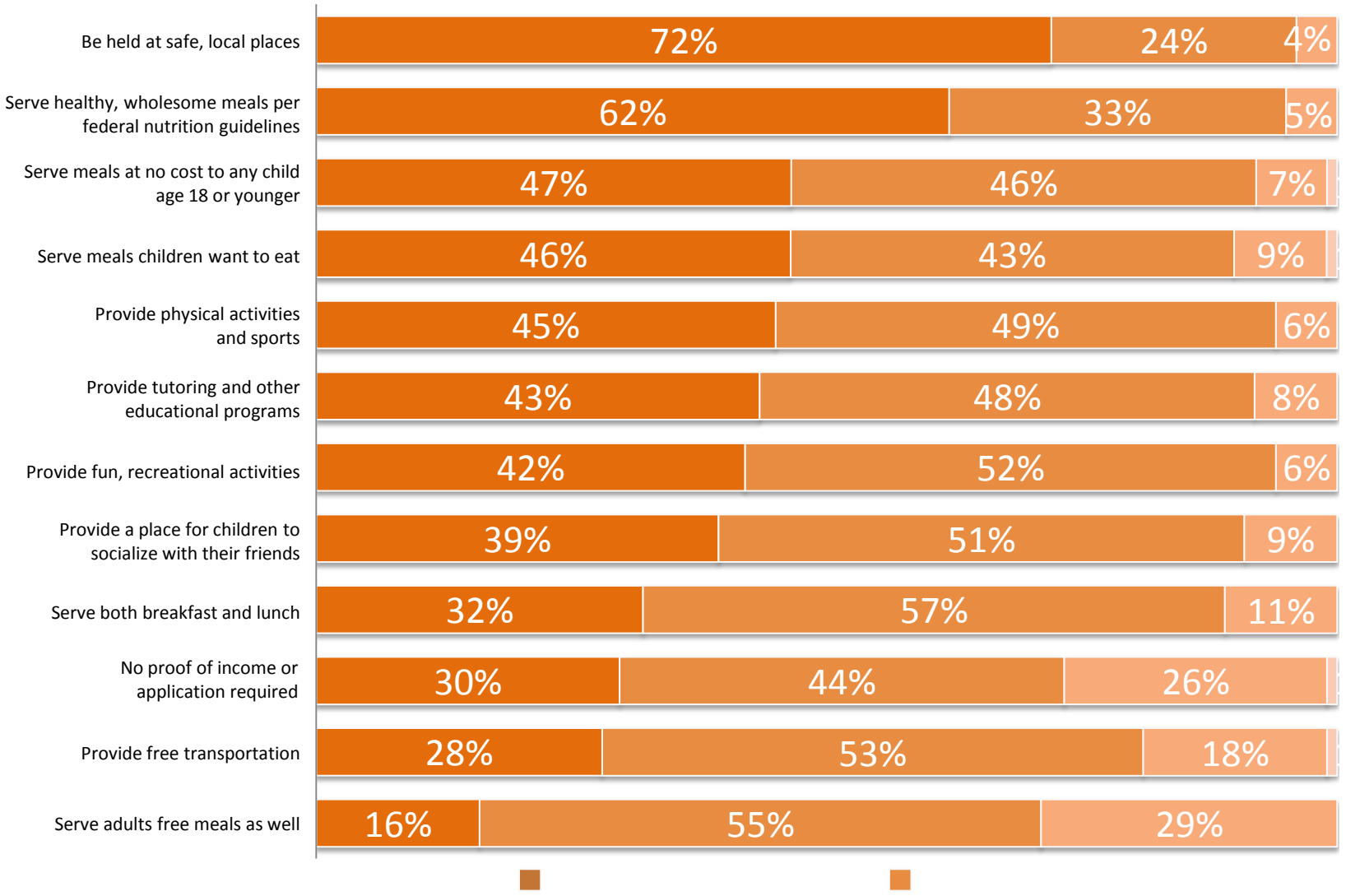




Q1. During summer weekdays, when your children are not attending school, where does he/she spend most of his/her time?
Q3. On weekdays during the school year, most children eat lunch at school. During the summer, where do your children most often eat lunch?

Safety and health are of upmost importance; free, tasty meals and extracurricular activities are strong incentives

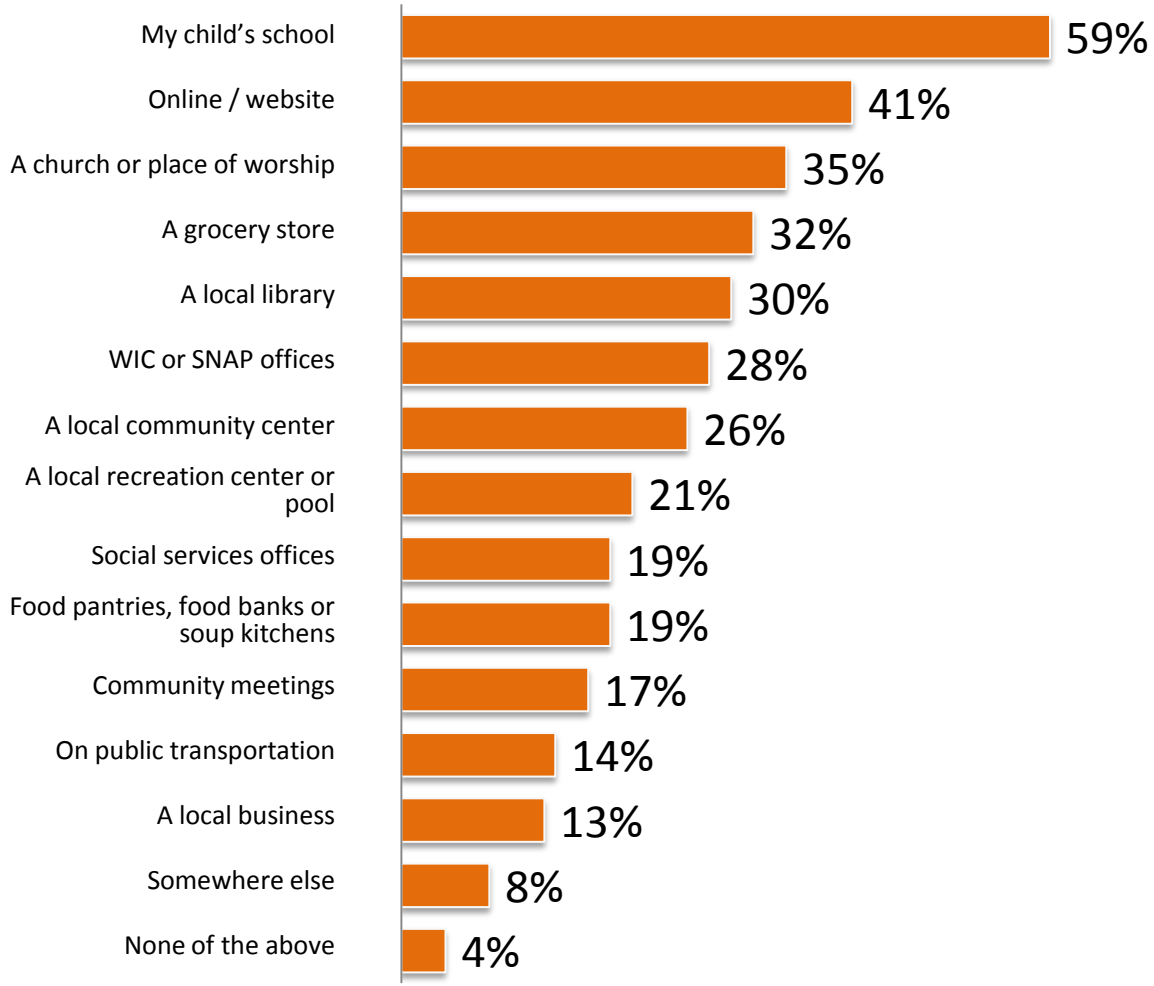
Importance of services offered by Summer Meals



Q11a Do you consider each of the following to be not important, something that would be nice to have offered by the program, or something the program would need to offer for you to consider having your child/children participate?

Parents welcome a variety of information sources; their children's schools are preferred messengers

Where would you want to learn about Summer Meals?



MULTIPLE RESPONSE (n=441)

Q17 Let's say that the free summer meals program wanted to get information about their program to you. Where would you want to learn about summer meals programs?

Learn more about findings from this survey

No Kid Hungry Webinar:

Results of National Summer Meals Survey of Low-Income Families

Friday, March 29, 2013

2:00pm ET; 11:00am PT

http://bestpractices.nokidhungry.org/summer-meals

Questions for Lucy?

Lucy Melcher,
Senior Manager
Share Our Strength

To ask a question:

Press *1 on your phone to have the operator open your phone line

OR

Type your question into the Q&A tab at the top, left hand side of your webinar screen

Thank you for your participation

Next steps…get involved!
Contact your State Agency!

www.summerfood.usda.gov

www.fns.usda.gov/cnd/summer/videos