

# 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#**

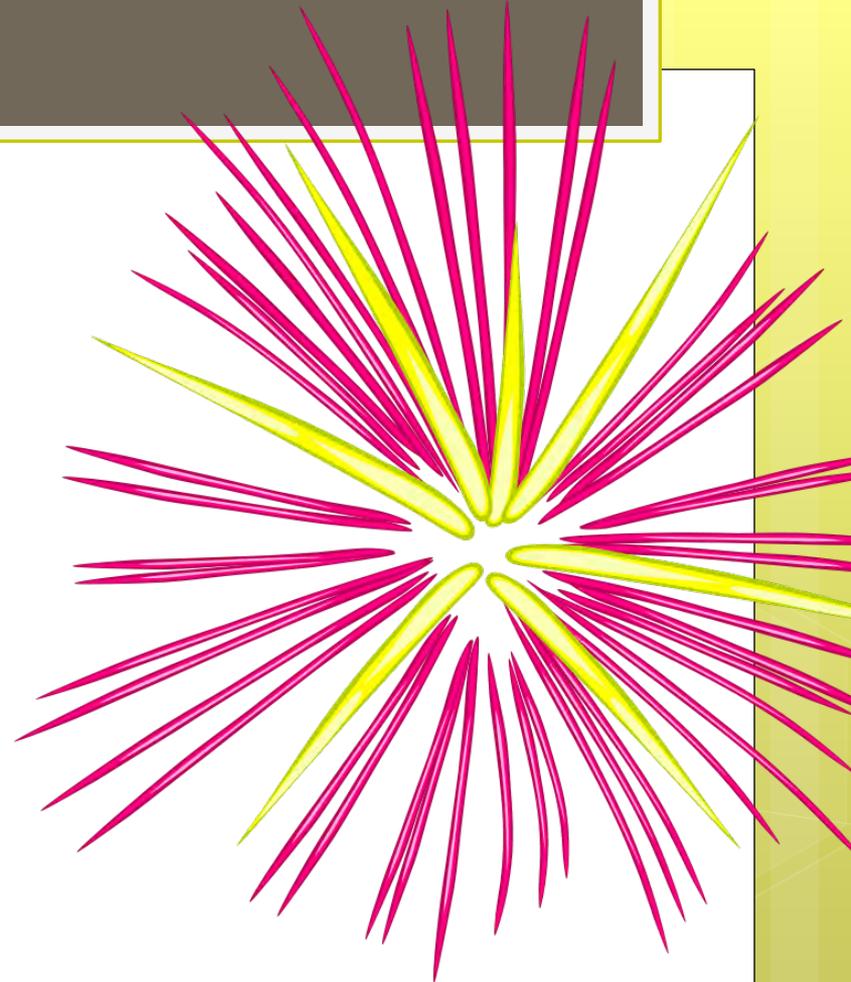
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<https://usdafns.invisionmeeeting.com/join/bwvxjry>



# Kristin Caulley

USDA Food and Nutrition Service  
External and Government Affairs

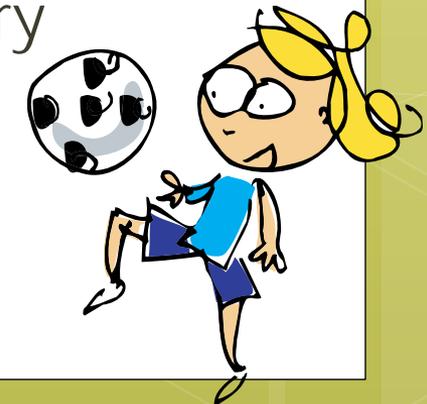


Webinar Moderator

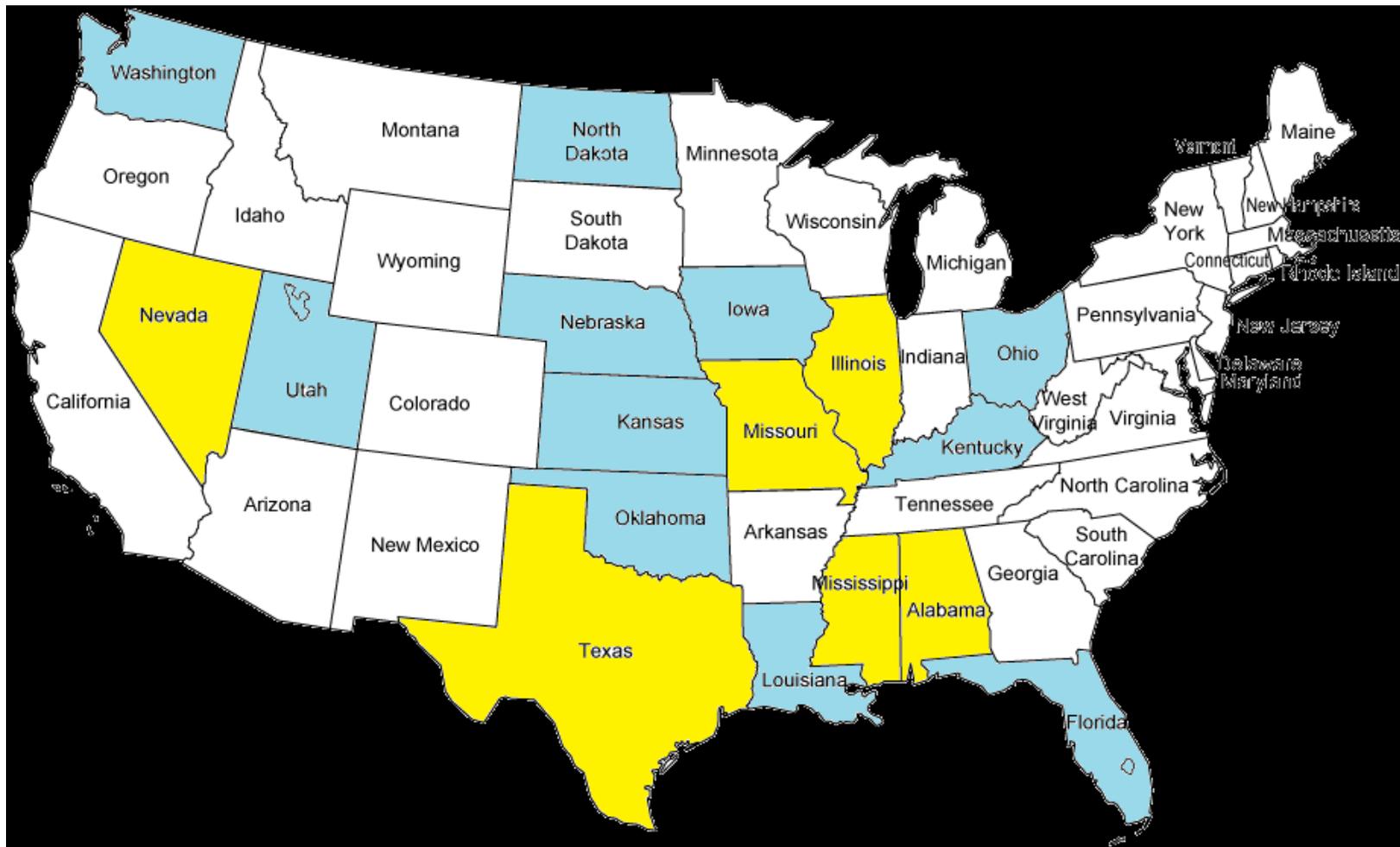
# Why You Should Get Involved?

- 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

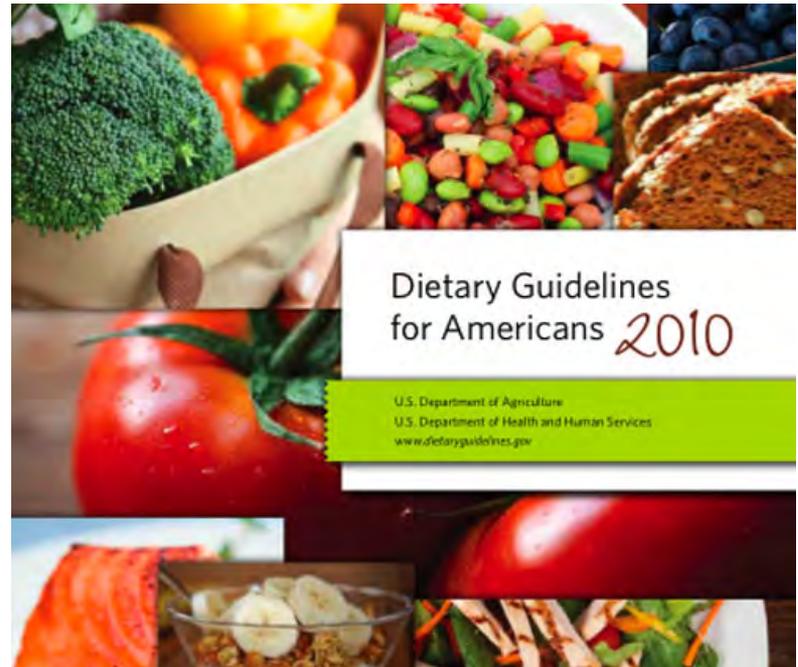
USDA Food And Nutrition  
Service

Child Nutrition Programs

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# 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.

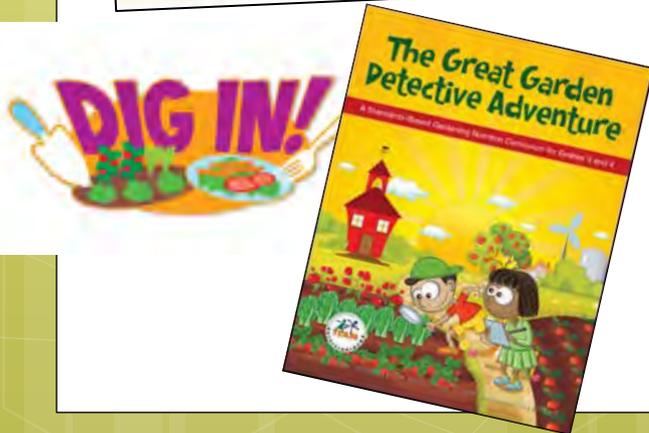
# Meal Preparation: Food Safety



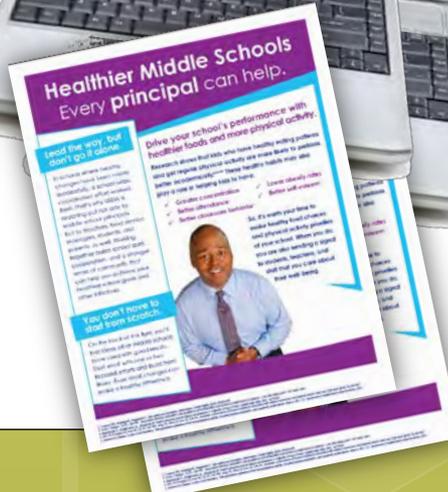
- Cooking food to the proper internal cooking temperature is important!
  - Temperatures that are too low may present the risk for foodborne illness. Cooking food to too high of a temperature decreases food quality.
- Cooking safe and high-quality food requires the right equipment.
  - Do you have the 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

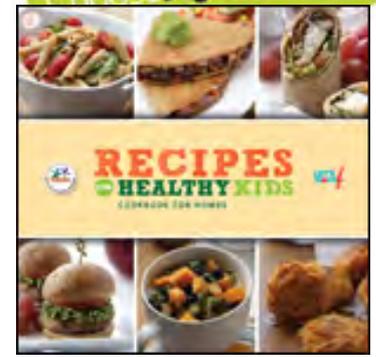
Elementary



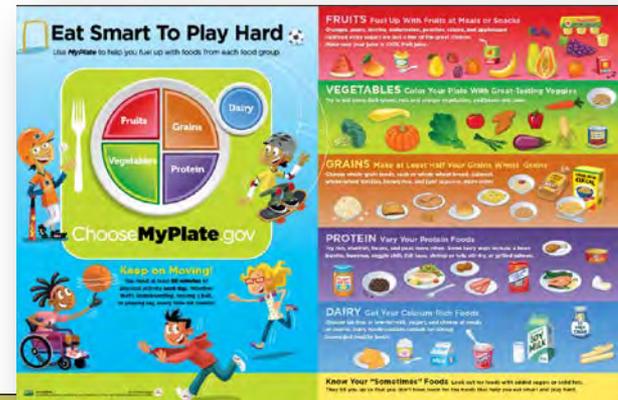
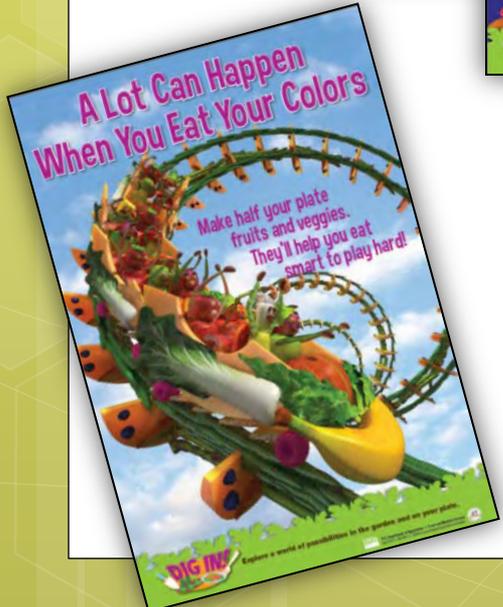
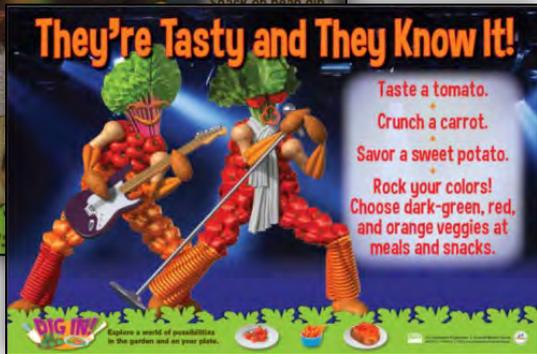
Middle School



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.

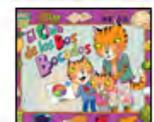
## Spotlights



2014 Training Grant Request for Applications



Celebrate Nutrition Month!



Two Bite Club in Spanish - now available in print!



[Home](#) » [Browse By Subject](#)

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



### How To Apply

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### 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](http://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](http://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

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# 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.



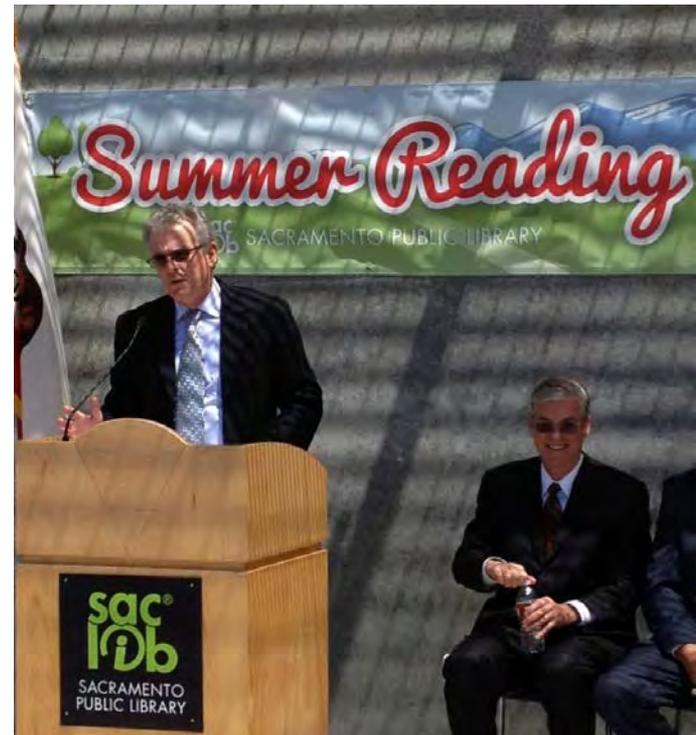
# Why it's important

- 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
- feel like the food I ate is good for me
- feel like people are nice to me at the library
- feel relaxed
- feel respected
- feel like I have energy
- feel like I'm using my brain
- 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 universe!

# 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](http://www.summerfood.usda.gov)
- [www.cde.ca.gov/ls/nu/sf/](http://www.cde.ca.gov/ls/nu/sf/)
- [www.cla-net.org](http://www.cla-net.org)
- [www.summermealcoalition.org](http://www.summermealcoalition.org)

Christie Hamm  
Manager of Youth and Community Services  
[chamm@saclibrary.org](mailto:chamm@saclibrary.org)  
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# 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



FAITH-BASED ORGANIZATIONS

# WHO CAN SIGN UP WITH FIRST BOOK?



EARLY CHILDHOOD PROGRAMS



OUT-OF-SCHOOL TIME PROGRAMS



AND MANY MORE!



SCHOOLS

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

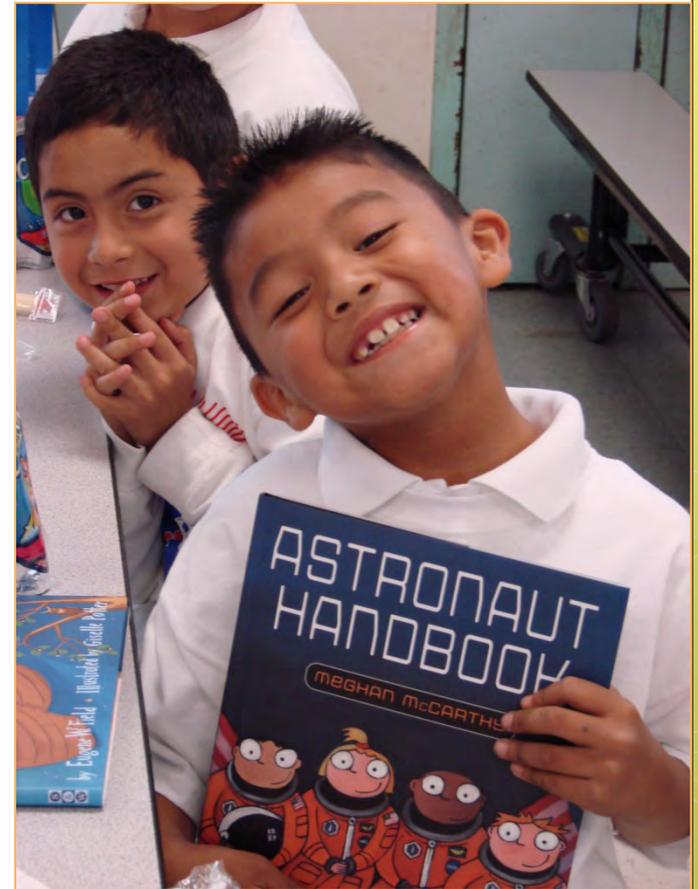
➔ **Anyone working with kids in need can sign up to access resources**

# Eligibility

- **All SFSP sites are eligible to sign up with First Book ([www.firstbook.org/sfsp](http://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

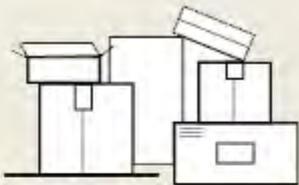


# What First Book offers you

- 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.



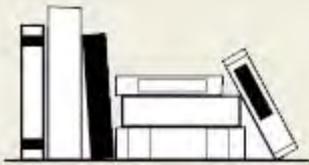
**3 APPLICATIONS**  
We match up the applications from teachers and program leaders with the books we have available.



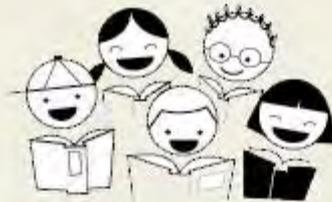
**4 DELIVERY**  
Once the applications have been reviewed, we send out the books; recipients pay only the shipping costs.

# First Book Marketplace

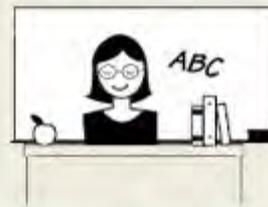
- ➔ **THOUSANDS OF LOW COST, HIGH QUALITY BOOKS**
- ➔ Online shopping platform with top quality children's books at deep discounts – **50 to 90% off retail prices**
- ➔ **\$2.50** = average price of a First Book Marketplace book (includes shipping)



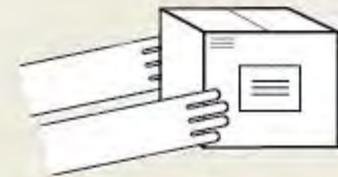
**1 BOOKS**  
First Book buys high-quality books directly from publishers.



**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. A 'HOW CAN I GET BOOKS?' section includes a 'LOGIN' form with fields for 'Enter Your Email' and 'Password', and a 'Login' button. A main navigation menu contains 'HOME', 'AGE GROUPS', 'TOPICS', 'GENRES', 'FUN THEMES', 'PROGRAMS', and 'COLLECTIONS'. A central promotional banner asks 'Need Common Core Books?' and features a stack of books, including 'MAYA ANGELOU' and 'Volcanoes'. Below this is a search bar and social media links. The main content area is divided into several sections: 'GAMES FOR THE BRAIN' (highlighted with a red border), 'ALA WINNERS', 'HEALTHY LIVING', and 'POETRY'. Each section displays product cards with images, titles, and pricing information. For example, in the 'GAMES FOR THE BRAIN' section, 'Spelling All Stars' is listed with a 'Retail' price of \$40.00 and an 'Our Price' of \$11.58, offering a 69% discount. The 'ALA WINNERS' section features 'This Is Not My Hat' (Retail: \$14.99, Our Price: \$6.45, 57% off), 'Eleanor Roosevelt: A Life of Courageous Leadership' (Retail: \$29.00, Our Price: \$10.45, 64% off), and 'Lincoln: A Revolutionary Childhood' (Retail: \$100.00, Our Price: \$18.50, 81% off). The 'HEALTHY LIVING' section shows 'Body 101' (Retail: \$10.99, Our Price: \$4.65, 57% off), 'The ABCs of Healthy Living' (Retail: \$9.99, Our Price: \$3.14, 68% off), and 'Body 101' (Retail: \$14.99, Our Price: \$4.54, 70% off). The 'POETRY' section is partially visible at the bottom.

# 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](http://www.firstbook.org/sfsp)

○ First Book Marketplace: [www.fbmarketplace.org](http://www.fbmarketplace.org)

➔ First Book Family Engagement Resources:

<http://www.fbmarketplace.org/topics/family-engagement>

○ First Book National Book Bank:  
[www.fbbookbank.org](http://www.fbbookbank.org)

# Contact

**Shannon Burke-Kranzberg**

**First Book**

**Manager, National Engagement**

**[sburkekranzberg@firstbook.org](mailto:sburkekranzberg@firstbook.org)**

**(202) 470-4260**



Ed Wallace

CEO, Hopkins County YMCA

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# 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

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# SFSP Resources

Website

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

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