

**USDA**



**Webinar Audio:**  
**1-888-790-1163**  
**Passcode:**  
**1665725#**

**SUMMER FOOD SERVICE PROGRAM (SFSP)**  
**Food That's in When School is Out**





# 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.summerfood.usda.gov](http://www.summerfood.usda.gov)



# What will we cover today?

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- Introduction to the Summer Food Service Program
- Outreach Tips and Promising Practices
- USDA's Tools & Resources
- Q&A



# Poll Question 1

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Have you or your organization worked with the Summer Food Service Program (SFSP) previously?





# SFSP Basics

- Federally-funded program administered through State agencies
- Provides free, nutritious meals to low-income children 18 years old and younger
- Operates when school is not in session





# Program Benefits

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





# Main Players

## States

- Sign agreements with sponsors
- Provide training and technical assistance to sites
- Monitor and distribute reimbursements

## Sponsors

- Handle administration and training for sites
- Report to State

## Sites

- Feed and supervise kids
- Provide activities



# State Agencies

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States

- Sign agreements with sponsors
- Provide training and technical assistance to sponsors
- Monitor and distribute reimbursements

Sponsors

Sites





# Sponsors

States

Sponsors

- Handle administration and training for sites
- Report to State

Sites



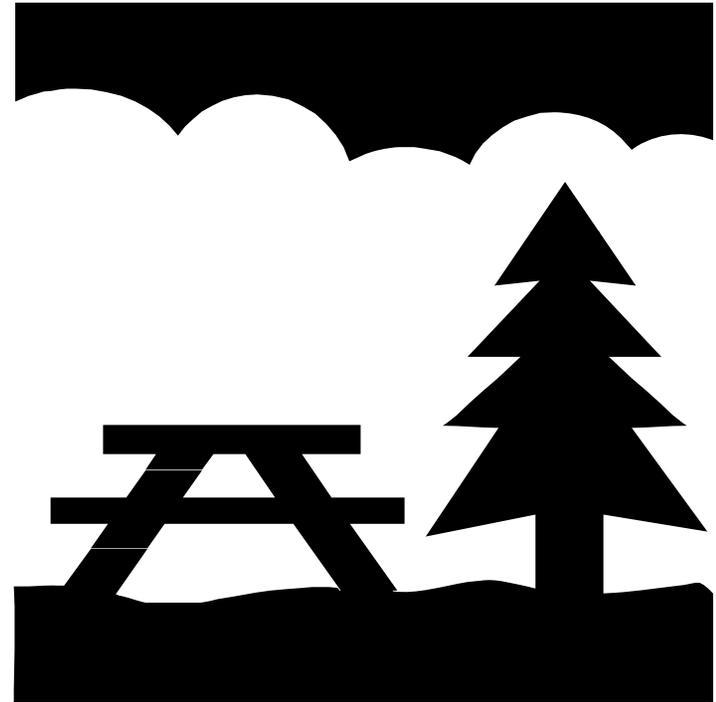


# Sites

States

Sponsors

Sites



- Feed and supervise kids
- Provide activities



# Types of Sites

- **Open site** – All children eat free without the need of additional paperwork because the site **area** eligible
- **Enrolled site** – All children eat free because 50% or more of children **enrolled** at the site are income eligible





## Sites

### Training:

- Serving meals properly
- Taking accurate meal counts
- Keeping food and children safe
- Keeping accurate paperwork





# Sites

## Site Responsibilities:

- Attend training
- Order and receive meals
- Count and serve meals to eligible children
- Supervise children while they eat
- Prevent discrimination
- Keep accurate paperwork





# Reimbursement Rates

2012 Per Meal Rates	All U.S. State Except Hawaii and Alaska	
	Rural and Self Prep	All Other Sites
Breakfast	1.9350	1.8975
Lunch or Supper	3.3800	3.3250
Snack	0.7975	0.7800

**Reimbursement rates are combined rates and cover operating and administrative costs.**



# Promising Practices

## Promising Practices:

- Provide Activities
- Be Creative with Partnerships
- Recruit and Utilize Volunteers
- Conduct Outreach
- Make Sites Visible
- FNS Outreach Toolkit
- Utilize 211 and/or the National Hunger Hotline
  - 1-866-3-HUNGRY
  - 1-877-8-HAMBRE





# USDA Resources

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# www.summerfood.usda.gov

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## Summer Food Service Program

### Announcing: 2012 Summer Food Service Program Introductory Webinars!



*Food That's In When School is Out*

During the school year, many children receive free and reduced-price breakfast and lunch through the School Breakfast and National School Lunch Programs. What happens when school lets out? Hunger is one of the most severe roadblocks to the learning process. Lack of nutrition during the summer months may set up a cycle for poor performance once school begins again. Hunger also may make children more prone to illness and other health issues. The Summer Food Service Program is designed to fill that nutrition gap and make sure children can get the nutritious meals they need. **Want to help end hunger this summer?** Here are a few ways you can help:

#### See Also

- o [How to Become a Sponsor or Site](#)
- o [State Application Contacts](#)
- o [State Deadlines for Sponsors](#)
- o [How to Manage a Summer Food Program](#)
- o [How to Do Community Outreach for SFSP](#)
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- o [2011 SFSP Contest](#)



#### Find Meals for Children

To find meals and sites in your community, call the **National Hunger Hotline** at **1-866-3-HUNGRY** or **1-877-8-HAMBRE**. By calling this toll free number, you will be given information on where you can find summer sites in your area, as well as additional food assistance information.

#### Become a Sponsor

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#### Open a Feeding Site

The Summer Food Service Program reaches only a fraction of the children in need. The primary reason for the limited access to the program is that there are not enough feeding sites. Your community building or place of faith could become a feeding site. Sites are the physical locations where food is served. Each site location must work with a Summer Food

State Agency Contacts

Outreach Materials

Summer Contest



# Summer Contest

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## Summer Food Service Program

### Announcing SFSP Story & Photo Contest Winners: "Food, Fun and Sun!"



WASHINGTON, Oct. 5, 2011 – Today, USDA's Food and Nutrition Service announced the winners of the first ever Summer Food Service Program (SFSP) "Food, Fun and Sun!" Story and Photo contest to highlight how the program provides free, healthy meals children in low-income areas during the summer. Launched earlier the summer, USDA received over 100 submissions representing sponsors and sites in over forty states. (see [press release](#))

#### ■ Creative

Winner



#### **Kinsley Library**

(Kinsley, KS)

Best creative program that "think outside the box" in order to serve kids and teens.

Finalists



**Catholic Charities Chicago**  
(Chicago, IL)



**Greater Chicago Food Depository**  
(Chicago, IL)



**Hunger Free Heartland**  
(Omaha, NE)

#### ■ Older Children

Winner



#### **Boys and Girls Club of Ada County**

(Boise, ID)

Best example of successful programs that address hunger among older kids, ages 12-18.

Finalists



**The Griffin Center**



**East Boston YMCA**



**TREE Foundation**



Summer Food Service Program Story and Photo Contest



Winners & Finalists by Category



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# Outreach Materials

- **National Hunger Hotline**  
Registering your SFSP sites with the National Hunger Hotline, **1-866-3-Hungry** and **1-877-8-Hambre**, ensures that families who call the Hotline find your site.  
  
If you sponsor multiple feeding sites, please download and fill out the [template](#). List all of your feeding sites and e-mail it to [nhc@whyhunger.org](mailto:nhc@whyhunger.org)  
--Register your site  
--Download the template
- **Toolkit for Sponsors and Feeding Sites**  
Plan outreach activities and create fliers, letters to parents, and press releases that will help the community learn about your program.  
  
Many of the materials are designed to be customized. You can download PowerPoint files, information sheets, letters, and marketing materials and modify them to suit your specific needs.  
--English  
--Spanish
- **Recruit Volunteers**  
Post volunteer opportunities at [Serve.gov](#)  
Visit the **End Hunger Portal** for more information.
- **Door Hangers**  
For States and sponsors with multiple feeding sites  
--English  
--Spanish  
  
For families  
--English  
--Spanish
- **Presentations and Webcasts**
- **A Guide to Starting the Summer Food Service Program**
- **Recruit Sites**
- **Brochures**  
Use these in your outreach and partnership activities. Each one targets a specific audience and explains how that group can help support the Summer Food Service Program.  
--Schools Can Help!  
--Local Governments Can Help!  
--Private Nonprofits Can Help!  
--Helping Migrant Families-English  
--Helping Migrant Families-Spanish

National  
Hunger Hotline

Volunteer  
Portal

Outreach  
Toolkit

Webinars &  
Webcasts

Start Up Guide



# Outreach Toolkit

## Summer Food Service Program (SFSP) Outreach Toolkit for Sponsors and Feeding Sites

The SFSP Outreach Toolkit will help sponsors and sites create outreach materials such as fliers, letters to parents, and press releases that will help the community learn about the program. Many of the materials included on this site are designed to be customized. You can download PowerPoint files, information sheets, letters, and marketing materials and modify them to suit your specific needs.

If you are interested in becoming an SFSP sponsor or feeding site, please click here.  
<http://www.fns.usda.gov/cnd/summer>

### Chapter 1: What Is Outreach?

- Definition of outreach
- Making a plan
- Thinking ahead: What about next year?

### Chapter 2: Outreach to Families and Children

- Planning outreach to families and children
- Creating outreach materials and templates
- Outreach to Families and Children Checklist
- More information on recruiting children for SFSP  
<http://www.fns.usda.gov/cnd/summer/library/recruit.pdf>

### Chapter 3: Outreach to Media

- Planning outreach to media
- Crafting a message, pitching to media, and templates



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- Search Tips
- Topics A-Z

**Email Updates**

 Sign-up to receive free email updates

**Browse by Subject**

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- Reimbursement Rates
- Legislation
- Regulations
- Program Policy
- Guidance & Resources
- CN Labeling
- Food Safety
- School Nutrition
- Grants
- Research & Reports
- Disaster Assistance

You are here: [Home](#) > [Child Nutrition Programs](#)

## Child Nutrition Programs

**States manage the Child Nutrition Programs. To participate, or to learn more, contact your State agency.**

CHOOSE THE FIRST LETTER OF THE STATE YOU WISH TO FIND  
 A B C D E F G H I J K L M N O P Q R S T U V W

Alabama [NSLP](#), [CACFP](#), [SFSP](#)  
 State Director  
 Child Nutrition Programs  
 Department of Education  
 5301 Gordon Persons Building  
 50 North Ripley Street  
 Montgomery, AL 36104  
 Phone: 334-242-1988  
 Fax: 334-353-5388

Alaska [NSLP](#), [CACFP](#), [SFSP](#)  
 State Director  
 Child Nutrition Programs  
 Department of Education and Early  
 Development  
 801 West 10th Street, Suite 200  
 Post Office Box 110500  
 Juneau, AK 99811-0500  
 Phone: 907-465-8708  
 Fax: 907-465-8910

Arizona [NSLP](#), [CACFP](#), [SFSP](#)  
 State Director  
 Health and Nutrition Services  
 Department of Education  
 1535 West Jefferson Street, Bin 7

**School Meals**

- [National School Lunch](#)
- [Afterschool Snacks](#)
- [Fresh Fruit & Vegetable](#)
- [Seamless Summer](#)
- [School Breakfast](#)
- [Special Milk](#)

**See Also**

- [Team Nutrition](#)
- [Summer Food Service Program](#)
- [Child and Adult Care Food Program](#)
- [Let's Move!](#)



# Nutrition Resources

www.teamnutrition.usda.gov

The screenshot shows the homepage of the Healthy Meals Resource System. At the top, it features the USDA logo and the text 'United States Department of Agriculture'. To the right, it says 'Healthy Meals Resource System' and 'TEAM Nutrition'. Below this is a navigation bar with links: Home, About HMRS, News, Topics A-Z, Discussion Groups, Chefs Move to Schools, Help, and Contact Us. On the left side, there is a search box for 'Search HMRS' with a 'Go' button and options for 'Search all USDA', 'Advanced Search', and 'Search Tips'. Below the search box are sections for 'Browse by Audience' and 'Browse by Subject'. The 'Browse by Subject' section lists: Recipes and Menu Planning, Nutrition Education, Food Service, Food Safety, HealthierUS School Challenge Resources, Nutrient Standard Menu Planning, Reports and Studies, and State Sharing Center. The main content area includes a breadcrumb trail 'You are here: Home', a paragraph describing the system, and a 'Printable Page' link. There are also sections for 'In the News' with links to '2011 Team Nutrition Training Grant Application', 'Dietary Guidelines for Americans, 2010 Release', and 'USDA Unveils Critical Upgrades to Nutritional Standards for School Meals'. A 'Spotlights' section features three items: 'What's in season?' with an image of potatoes, 'HealthierUS School Challenge' with an image of a child, and 'Fuel Up to Play 60' with an image of a toothbrush. On the right side, there are boxes for 'Follow @TeamNutrition twitter', 'View the Chefs Move to Schools Map' with a map of the US, and 'COMPETITION! RECIPES for HEALTHY KIDS' with a graphic of a ribbon.



# Help Us Feed More Kids

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Approximately 21 million children access free and reduced price meals during the school year and **only 2.3 million children receive meals through USDA's summer feeding programs.**

We need:

- More sponsors and sites
- Better participation at existing sites everywhere
- Better outreach for older kids



## Poll Question 2

Do you think your organization will be involved this summer in the SFSP?





# Questions?

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## 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**

**Next steps?!?!**

**Contact your State Agency!**

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



# SFSP Awareness Week 2012

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**June 11 – 15, 2012**

- Kick off your Summer Food Service Program!
- Conduct outreach for your Summer Food Service Program!
- Raise awareness with children and families in your community!



# “Get Involved” Web Pages

[www.fns.usda.gov/outreach](http://www.fns.usda.gov/outreach)

**Start Here**  
If you are new to FNS, click here to learn how to...

-  **serve meals**
-  **get funding**
-  **end hunger**
-  **provide nutrition ed.**
-  **join webinars**

& much more

To stay up-to-date:



**Ending Childhood Hunger**  
More than 8 million households with children in the United States are food insecure. Learn how you can help end childhood hunger today.

- 
- 
- 
- 

For quick access to resources:

-  **Order Materials**
-  **Webinar Library**
-  **Funding**
-  **Data**
-  **Toolkits**
-  **Strategic Initiatives**
-  **Partnerships**
-  **Outreach Coalition**



# Stay Connected with FNS

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Make a commitment to End Childhood Hunger  
[www.endhunger.usda.gov](http://www.endhunger.usda.gov)



FNS E-Updates  
[www.fns.usda.gov/fns/outreach/eupdates](http://www.fns.usda.gov/fns/outreach/eupdates)



FNS Twitter, @USDANutrition  
<http://twitter.com/#!/USDAnutrition>



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[blogs.usda.gov](http://blogs.usda.gov)



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Thank you for your participation!

**Contact your SFSP State Agency!**



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

[www.teamnutrition.usda.gov](http://www.teamnutrition.usda.gov)

[www.fns.usda.gov/outreach](http://www.fns.usda.gov/outreach)