



HOW TO BRING THE SUMMERFOOD SERVICE PROGRAM (SFSP) TO FARMWORKER COMMUNITIES



Thursday, May 30, 2013

For Audio Please Dial:

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Welcome & Opening Remarks



Summer Food Rocks!

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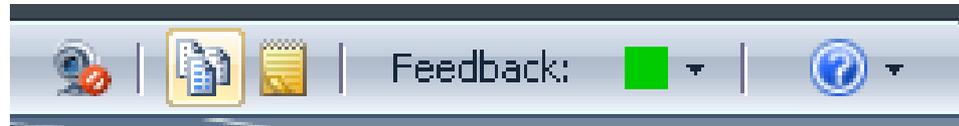
Office of The Chief Communications Officer

External and Government Affairs

USDA Food & Nutrition Service

Webinar Housekeeping Items

Access to materials:



How to make a comment or ask a question:

- Type your question 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

Introductory Remarks



Christine Chavez

USDA Farmworker Coordinator
Office of Advocacy and Outreach

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



The Need

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



Only 1 in 10 kids from low-income families who are eligible to receive free summer meals get them.

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
- Provide activities

Poll Question

Where in your community do you think a good summer feeding site could be?



What does it take to be a site?

Site Responsibilities:

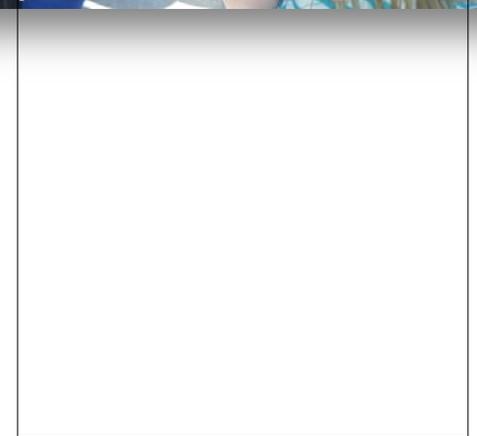
- Attend training
- Order and receive meals
- Count and serve meals to eligible children
- Supervise children while they eat
- Prevent discrimination
- Keep accurate paperwork



<http://www.fns.usda.gov/cnd/summer/Managing.htm>

SFSP in Farmworker Communities

- Becoming eligible as a site is easier
Open sites: where all children eat free without the need of additional paperwork because the site is *area* eligible
- Payments are often higher than at other sites
- Children in these sites can receive up to three reimbursable meals each day



Key to a Successful Summer Meals Site

- More kids participating, lower food costs per meal
- Preparing meals at site
- Or transporting meals to your site

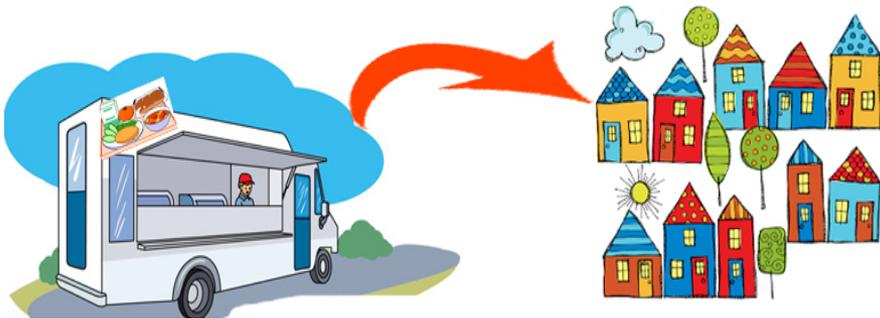


Solving the Transportation Issue

Bringing Children to the Sites

Possible Solutions:

- School buses
- Partner up with business, churches, local governments, community action agencies for funding, volunteers, and/or vehicles
- Car pooling
- Human Walking Trains



Delivering Food to the Children/Sites

Possible Solutions:

- Mobile Canteen
- Partner up with community organizations to deliver food to remote sites
- Retrofitting a School Bus/Van – ALLOWABLE COST!
- Vendors specialized in Mobile Feeding at cost

Mobile Canteens in Florida



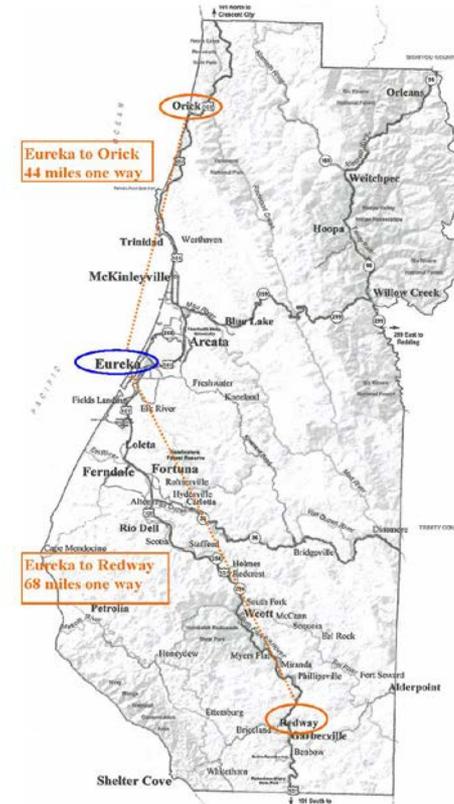
Partnership with UPS

HISTORY: Started in 2001, volunteer stopped taking lunches to Orick, needed to find a new way to get food to kids there. Asked UPS what they would charge, they offered to take the cooler for free.

Since then, UPS has helped us get food to Orick (44 miles away) and Redway (68 miles away)

LOGISTICS: Our driver drops off the coolers at the UPS central depot every morning & picks up empty coolers from the previous day.

When we are sponsoring both of these sites, UPS donates 225 miles per day, for a total of over 12,000 miles for the summer.



Rural and Self-Prep Sites Receive Higher Reimbursement

Summer Food Service Program Reimbursement Rates (Combined) January 1, 2013 – December 31, 2013		
2013 Per Meal Rates In Whole or Fractions of U.S. Dollars	All States Except Alaska and Hawaii	
	Rural or Self- Prep Sites	All Other Types of Sites
Breakfast	1.9800	1.9425
Lunch or Supper	3.4700	3.4125
Snack	0.8200	0.8000

http://www.fns.usda.gov/cnd/summer/Reimbursement/2013_rates.pdf

Sample Menu

HEALING WATERS FAMILY CENTER, CO

Menu
June 6-10 / June 19-24
July 5-8 / July 18-22

Day	Breakfast	Lunch
Monday	Cereal, milk, fruit	Turkey Sandwich, fruit, milk
Tuesday	Scramble eggs, sausage, fruit, milk	Bean & Cheese Burrito, Salad, milk
Wednesday	Pancake, sausage, fruit, milk	Spaghetti & meatballs, salad, milk
Thursday	Waffle, Fruit, Milk	Cheese quesadilla, salad, milk
Friday	Hot Cereal, Fruit, Milk	Hot dog, hamburger, fruit, milk

Menu
June 13-17 / June 25 - July 1
July 11-15 / July 25-29

Day	Breakfast	Lunch
Monday	Cereal with milk, fruit	Macaroni & Cheese, salad, Milk
Tuesday	Breakfast Burritos, Fruit, Milk	Peanut Butter sandwich, fruit, milk ***
Wednesday	Scramble eggs, bread, fruit, milk	Turkey sandwich, vegetable, milk
Thursday	Cereal with milk, fruit, milk	White rice, meatball vegetables, milk
Friday	Pancakes, sausage, fruit, milk	Hamburger, hot dog, fruit, milk

***Allergies

How to Promote Your Site

- Know where the children are
- Be creative with partnerships
- Conduct outreach
- Utilize 211
and/or

The National Hunger Hotline

1-866-3-HUNGRY

1-877-8-HAMBRE



Help Spread the Word

- Ask your local radio station to air PSAs.
- Include a Summer Meals flyer in your church bulletin and ask your pastor to make an announcement
- Hang up or hand out new Summer Meals flyers in places of high traffic (supermarket, church, library, community center, flea market, etc.)
- Click here for materials and more ideas:



<http://www.fns.usda.gov/sfsp/raise-awareness>

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
- Guide to Starting SFSP:
<http://www.fns.usda.gov/cnd/Summer/library/guide.pdf>
- Migrant Eligibility Determination: [Migrant Site Eligibility Determinations](#)
- Managing a site: <http://www.fns.usda.gov/cnd/summer/Managing.htm>
- Tips for Success!
 - ▣ Rural Sites - www.fns.usda.gov/cnd/Summer/library/Rural_Sites.pdf
 - ▣ Recruiting Children –
www.fns.usda.gov/cnd/Summer/library/Recruiting_Children.pdf

Final Questions and Comments?

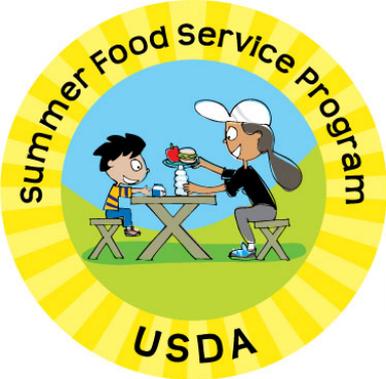


To ask a question:

**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!**

Main website

www.summerfood.usda.gov

Recorded webinars

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