



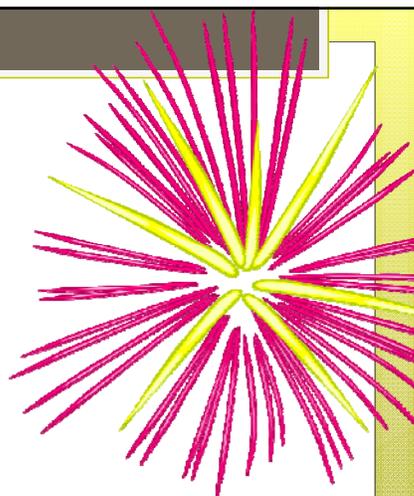
**Become a Summer Meals Champion**

Tuesday, March 11, 2014

2:00-3:00 pm EST

For audio please dial:  
**1-800-988-0278**  
Passcode:  
**5870095**

Invite a friend to this webinar, share this link:  
<https://usdafns.invisionmeeeting.com/join/bwvxjry>



**Jimmy Nguyen**  
USDA Food and Nutrition Service  
Office of Communications



Webinar Moderator

## Today's Presenters/Panelists



Harriet Phillips  
Office of Arkansas  
Governor Mike Beebe



Robin Safley  
Florida Department of Agriculture  
and Consumer Services



Ashley Krebs  
Project Bread (Massachusetts)



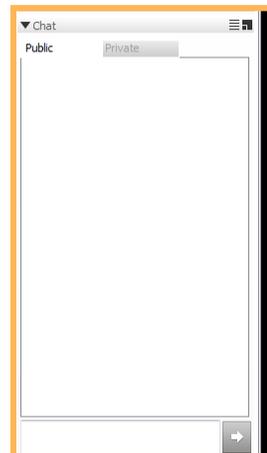
Jennifer Puthoff  
YMCA of Silicon Valley

## Ask questions!

Type a question in the text field in the lower left hand corner at any time

Or

**Dial \*1** on your telephones to ask a question by phone during the Q&A period



## Summer Meals Webinar Series

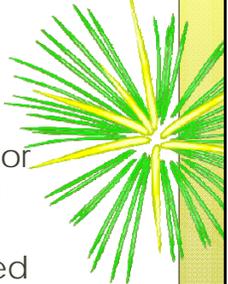
Activity Title or Brief Description	Date and Time
Be a Summer Meals Champion	March 11 2:00-3:00 pm EST
Can Elected Officials Help Feed Hungry Kids This Summer?	March 13 3:00-4:00 pm EST
Food that's In When School Is Out – The Summer Food Service Program & Afterschool Meals	March 19 2:00 -3:00 pm EST
Utilizing Grants and Unique Partnerships to Serve More Summer Food	March 25 2:00 – 3:00 pm EST
How Can You Solve Your Summer Food Transportation Problems?	March 27 2:00-3:00 pm EST
Finding Ways to Keep Schools Involved in Summer Food	April 3 2:00-3:00 pm EST
Make Your Summer Food Site the Talk of the Town	April 10 2:00-3:00pm EST

Register here:  
<http://www.surveymonkey.com/s/SFSP2014>

## 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




Out of every 6 students that gets  
free or reduced priced school  
meals



Only 1 out of 6 receives a  
summer meal



Millions of kids and teens are at-risk of going hungry this summer

## Why are we reaching only 1 out of 6 hungry kids with summer meals?

- Families don't know about the program
- Families don't know where the sites serving summer meals are
- Lack of transportation to summer meals sites
- Lack of sponsors
- Lack of sites
- Lack of volunteers to help sites



You can help in many ways as an organization, local government, school, elected official, or individual

## 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 provide activities to keep kids mentally and physically active



## Main Players

\*many ways to get involved

- Federal Government
- State Agencies
- Sponsors
- Sites
- Volunteers/Promoters
- Kids & Teens



## What Is a "Sponsor"?

They can be a school, non-profit, faith-based organization, government entity, etc.

Really any organization that can handle the financial, administrative, and food service responsibilities of running the Summer Food Service Program



Sponsors come in all shapes and sizes!

## What Does a "Sponsor" Do?

- Signs agreement with State Agency setting forth responsibilities of each party
- Gets trained by State Agency on how to run the program
- Accepts financial and administrative responsibility
- Manages food service (prepares food themselves or contracts with food service company)
- Train sites (actual place where kids eat) (sponsor may have from 1-200 sites – sponsors can be sites themselves!)
- Gets reimbursed for summer meals served (operating and administrative costs)



## What Is a "Site"?

- The actual place where meals are served and kids eat
- Sites can be anywhere, but ideally it's where the kids usually are during summer



## What Does a "Site" Do?

- Trained by "Sponsor"
- Run by staff or volunteers
- Order and receive meals from "Sponsor"
- Make sure kids eat meals at site and are safe
- Do not discriminate against any child
- Prepare complete and accurate records of deliveries, meals served, other paperwork so "Sponsor" can be reimbursed
- Plan fun physical and/or mental activities



\*A sponsor can also be a site (for example: a local Boys and Girls Club that prepares their meals and kids eat there in the club facilities)

## How Can You Help as an Organization or Business?

- Be a Sponsor – if you're ready for the responsibility
- Be a Site – if you are just getting started with summer meals
- Ask other orgs to get involved
- Help a Site or Sponsor – Transport meals or kids to sites
- Partner with Sites - Plan fun physical and mental activities for kids and teens at sites
- Promote – Hang up signs, email, send letters, spread the word to families



## How Can You Help as an Individual?

- Tell organizations in your community about the program & see how they can help
- Promote – Hang up signs, email, send letters, spread the word to families
- Volunteer – Help serve food, lead activities, transport food, or clean up
- Work with schools, advocates, and elected officials to retain and create more sites and sponsors





## Harriet Phillips

Executive Assistant to the  
Chief of Staff  
Office of Arkansas  
Governor Mike Beebe

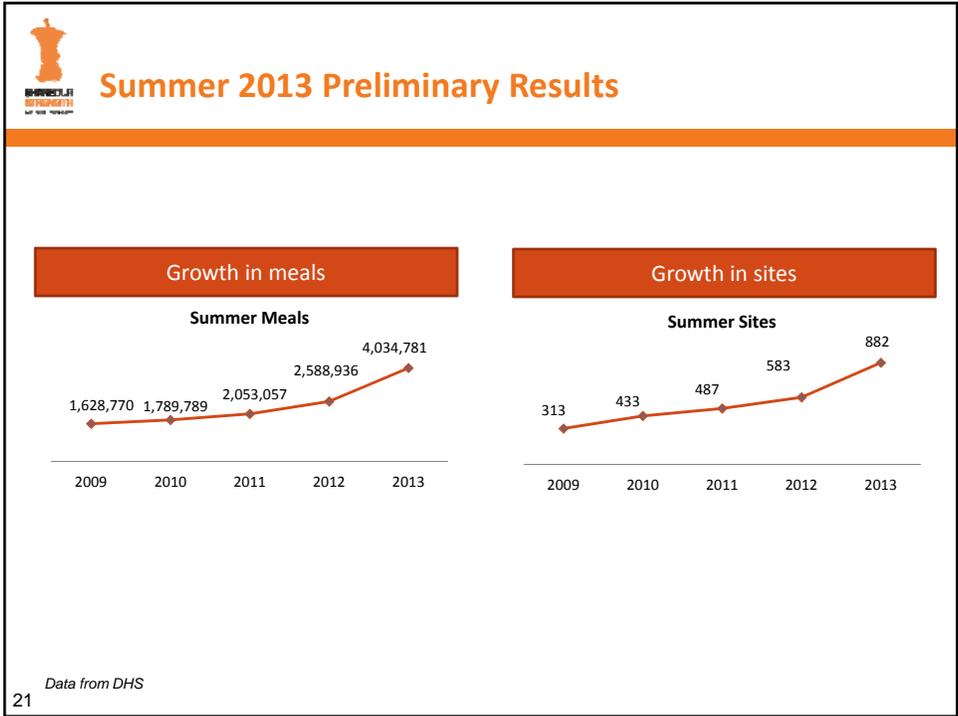
How Elected Officials Can Be  
Champions for Summer Meals



**Arkansas**  
**No Kid Hungry -**  
**Summer Champions**

*March 11, 2014*





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- Leadership**
- Governor set the tone for action
  - Unacceptable to be first in child hunger
  - Assembled and empowered a team
  - Held team accountable for results

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## Goals + Plan

- **Aligned on 2015 goal**
- **Set annual goals; checked in quarterly**
- **Share Our Strength's support + playbook**

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## Execution

- **No Kid Hungry field team**
- **Partner with state agencies**
- **Data-driven action**
- **Seamless experience for sponsors + sites**

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## Key Strategies

- Retention
- Recruiting sponsors
- Engaging Champions

	Needs Improvement (1pt)	Fair (3pts)	Good (5pts)	Score
<i>Relationship with the Community</i>	Does not have community connections Has substandard understanding of networking Does not have current food program in place No social media in place	Is connected to the community but in a limited way Possibility of independence in stressful situations (ie: does not know how to recruit volunteers) Limited Social Media	Very well connected with community Has food pantry or other food ministry/program Makes efforts at volunteer organization and recruitment Social Media Active	
<i>Location</i>	Not area eligible for government programs Is not currently feeding within own community	Could possibly be area eligible if strings were pulled Has possibility of mobile sites	Area eligible and ready to go Is currently feeding within own community	
<i>Familiarity with government programs</i>	Not computer literate Poor record keeping skills Not a sponsor or government agency	Some computer literacy Has some record keeping skills Is a government agency but not a sponsor	Computer literate and has knowledge of government applications Has someone on staff that keeps records well Is both a government agency and sponsor currently	

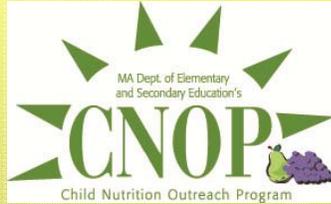
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## Key Strategies (continued)

- Mobile meals
- Mini grants
- Fearlessness!

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**Ashley E. Krebs, RD,  
LDN**  
Director of Child  
Nutrition Outreach

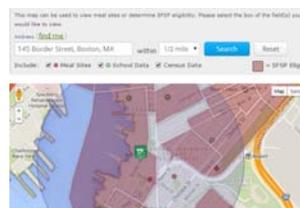
Massachusetts Department of  
Elementary and Secondary  
Education's  
Child Nutrition Outreach  
Program at Project Bread

## Sponsor/Site Recruitment & Retention

- Community Wide Approach to SFSP
- SFSP Kickoff
- Postcard Mailing
- Grants
- Community Meetings
- Target Newly Eligible Areas
- Mapping Tools
- Hotel/Motel Outreach
- Constant contact with Sponsors
- Awards



The Summer Food Service Program



 Florida Department of Agriculture  
and Consumer Services  
Division of Food Nutrition and Wellness 



**Adam H. Putnam, Commissioner**  
Robin Safley, Division Director  
Florida Summer Food Service Program  
March 11, 2014

**Florida Summer Food Service Program**

<u>School Year 2012</u>	<u>School Year 2013</u>
Lunches – 5,644,119	Lunches – 6,338,996
Breakfasts – 2,338,585	Breakfasts – 2,767,208
Suppers – 23,981	Suppers – 122,771
Snacks – 2,084,161	Snacks – 2,191,479

**Approximately 11.6% Increase or  
1,329,608 additional meals served**

## Summer Food Service Program













## Florida Summer Food Service Program

### Sponsor Kits

- Yard Signs
- Banners
- Magnets
- Activity Sheets
- Guidance support








FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## Be A Summer Meals Champion!

*Jennifer Puthoff  
Director of Child Care and After School  
YMCA of Silicon Valley*



## WHO WE ARE: YMCA of Silicon Valley

### Hunger in Silicon Valley and San Mateo

- Hunger Index , Second Harvest Food Bank (SHFB) 1:4 individuals
- Higher than the national average of 1:6

### Child Care & After School (21<sup>st</sup> Century)

- 49 Licensed Child Care Sites
- 56 Publicly Funded After School Programs (%50 FRPM)
- Serve nearly 6,500 youth a day
- 500 Y employees
- Largest provider of school age programs in the county

### Summer Camp Programs

- Summer Camp 13,500 youth daily (unduplicated)
- SFSP Sites- 29 closed enrolled
  - Sponsor Outside Agencies
- Continual focus on our mission and vision throughout the summer



*SFSP is not just about addressing food security....  
It's about building community!*

### WHAT WE DO:

- Brainstorm creative ways to not only serve children, but families (including adults) in the community healthy, appetizing lunch and access to family friendly FUN Programming!
- Sustainability-access to physicians, outreach for CalFresh (SnapEd) and work with Food Banks for wrap around meal programs
- Engage volunteers from the community
- Sponsor non-traditional partners
  - Libraries, Churches
- Provide local/state wide technical assistance to move from sites to sponsorship in one summer!

***WE ARE TENACIOUS!***



### WHAT WE DO: HEALTHY AND APPETIZING MEALS

- Meals are fresh, healthy and prepared with youth input
- Culturally relevant
- Promote family dining practices, youth seen as leaders
- Opportunities for youth to prep and cook meals
- Change behaviors, provide nutrition education in a fun and family friendly environment
- Build a sense of community



## OUR IMPACT

- Increased meal service, more access to healthy and nutritious meals (720,000 meals to 800,000 this year)
- Funding and donations
- Parent and family participation
- Partnerships
- Y brand promotion



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# THANK YOU.....

Questions...? Email me....

[jputhoff@ymcasv.org](mailto:jputhoff@ymcasv.org)

## Summer Meals Panel Discussion



Harriet Phillips  
Office of Arkansas  
Governor Mike Beebe



Jimmy Nguyen  
USDA  
Food and Nutrition Service  
Moderator



Robin Safley  
Florida Department of Agriculture  
and Consumer Services



Ashley Krebs  
Project Bread (Massachusetts)



Jennifer Puthoff  
YMCA of Silicon Valley

## Questions

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### Today's Presenters:

- Harriet Phillips, Office of Arkansas Governor
- Ashley Krebs, Project Bread
- Robin Safley, Florida Department of Agriculture and Consumer Services
- Jennifer Puthoff, YMCA Silicon Valley