



Targeted Expansion

Working intensively to expand access to Summer Meal Programs is a priority for USDA's Food and Nutrition Service (FNS) and the many State agencies throughout the country administering these Programs. Here are tips to help States, partners, and sponsors identify the unique barriers and particular needs that impact participation, locate target areas, work in partnership, and implement best practices for expansion.

Go to [Resources](#).

Tips for Expansion!

See how these strategies can help create successful Summer Meal Programs in every State:

1. **Launch the "ONE MORE Challenge"**

Get sponsors excited about expansion! Start a "ONE MORE Challenge" in communities around your State. Ask sponsors to take on ONE MORE site, ONE MORE meal, or ONE MORE week to increase the number of meals served this summer.

2. **Utilize Data for Target Efforts**

USDA's Capacity Builder uses mapping technology and data from a wide variety of sources to help State agencies and partners to clearly see where sites are needed. The Capacity Builder lets you search target areas by zip code, adding "layers" of information, including existing sites and area eligibility data, to identify areas of need, with no or few sites, which can be targeted for Program expansion.

<http://www.fns.usda.gov/capacitybuilder>

3. **Conduct Outreach**

Summer Meal "spokespeople" are helpful outreach partners and may have tips on creating localized, culturally-appropriate marketing materials. School superintendents, local legislators, and other trusted community leaders can help sponsors determine the areas of greatest need, and raise awareness about new sites in their communities.



05/20/16

Summer Meals Toolkit

USDA is an Equal Opportunity Provider,
Employer and Lender



4. Expand Partnerships

Collaborating with local partners gives a boost to targeted expansion efforts. Working with partners helps facilitate awareness, programming, and other key aspects of a successful Summer Meal Program.

5. Reach Out to Rural, Tribal, and Other Underserved Communities

Unserved and underserved areas are places that are area eligible for Summer Meals but have low participation rates, only serve a few days or weeks a year, only serve one meal, or lack sites and sponsors to provide meals. Transportation and other barriers to Summer Meals mean expansion efforts in these communities will require creativity and innovation, such as targeting expansion to serve meals at low-income housing sites or using mobile feeding models to deliver meals.

6. Keep an Eye on Integrity

When expanding Summer Meals, it is important to maintain program integrity through site retention and high-quality training. Expansion strategies should include engaging veteran sponsors to add new sites or increase participation at successful sites. Sponsors adding new sites should provide high-quality trainings, conduct regular site visits, and follow up promptly when issues arise. In addition, veteran sponsors can serve as “Summer Meal mentors” that can guide new sponsors through their first year in the program.

7. Lower Costs

Partnering with an existing community meal delivery program, such as Meals on Wheels, is one way sponsors can save money during expansion. Other cost-saving strategies include co-investing in a bus for mobile feeding or launching a “bulk buying” partnership to cut food costs.

8. Engage Volunteers

Sponsors can partner with or launch sites at volunteer-driven organizations, such as museums, to ensure new sites are properly staffed. Sponsors interested in teen volunteers can also contact school volunteer coordinators. High schools and colleges often have service learning requirements, and students many be interested in completing their hours at a Summer Meal site.





9. Plan Site Activities

Site activities are a good way to ensure children participate in Summer Meal Programs – and have fun! Local partners can provide sports, games, arts and crafts, and other kid-approved site activities. Partners can also facilitate special site programming, such as field trips or visits from local celebrities.

Resources

USDA

Mastering the Summer for New Sites & Sponsors

<http://www.fns.usda.gov/mastering-summer-new-sites-sponsors>

Utilizing Grants & Unique Partnerships

<http://www.fns.usda.gov/utilizing-grants-unique-partnerships-serve-more-summer-meals>

Engaging Rural and Housing Communities

https://www.youtube.com/watch?v=LyXpfubP_o&list=PLBccton6gOdqPwQvPfo_wPEPNa7EeQ-m&index=3

Reaching Unserved and Underserved Areas

http://www.fns.usda.gov/sites/default/files/sfsp/SMT-Unserved_Areas.pdf

Mobile Feeding Model

http://www.fns.usda.gov/sites/default/files/sfsp/SMT-Mobile_Feeding.pdf

Sponsor Retention

http://www.fns.usda.gov/sites/default/files/sfsp/SMT-Sponsor_Retention.pdf

Food Research and Action Center

Summer Meals Matter Webinar and Conference Call Recordings

<http://frac.org/webinar-and-conference-call-recordings/>





Share Our Strength

Summer Collaborative Planning Toolkit

<http://bestpractices.nokidhungry.org/no-kid-hungry-summer-collaborative-planning-toolkit>

Community Outreach

<http://bestpractices.nokidhungry.org/summer-meals/community-outreach>

For Additional Information

Review these ideas and adopt the strategies that seem reasonable to you and achievable for your Program. For additional questions, sponsors and the general public should contact their State agency for help. State agencies should contact their FNS Regional Office.

List of FNS Regional Offices: <http://www.fns.usda.gov/fns-regional-offices>

List of State Agencies: <http://www.fns.usda.gov/cnd/Contacts/StateDirectory.htm>

USDA and its recipient institutions share responsibility for compliance and oversight to ensure good stewardship of Federal funds.

