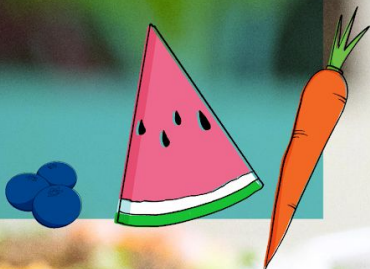


SUMMER NUTRITION SUMMIT

DECEMBER 9-10, 2024



EXPANDING SUMMER MEALS:

Setting Actionable
Goals for Your Program
and How to Get There
in 2025

Summer Nutrition Summit 2024



Session Leads



Liz Lucas
No Kid Hungry New York
Senior Program Manager



Kate Goodin
No Kid Hungry
Senior Campaign Manager

Agenda

- Introductions & Expectations
- Expanding Summer Meals in 2024
 - Cacyce Davis, Elmore County Schools
 - John Barber, Jamestown YMCA
 - Mickela Mitchell, Union County Schools
- Your Program: Action Planning for 2025



Session Speakers



Cacyce Davis
Child Nutrition Director
Elmore County Schools



John Barber
CEO (Interim)
Jamestown YMCA



Mickela Mitchell
Food Service Director
Union County Schools

Disclaimer

Our speakers represent their own experience with non-congregate summer meal programs in their states and localities. Certain program models and implementation methods may be restricted in some states. Check with your local state agency before implementing any new meal service models or implementation methods.

EXPANDING NON-CONGREGATE MEALS IN 2025

15 schools

11,279 students

5 school communities

5 rural non-congregate sfsp sites

117 employees

54.42% poverty

2 year CEP



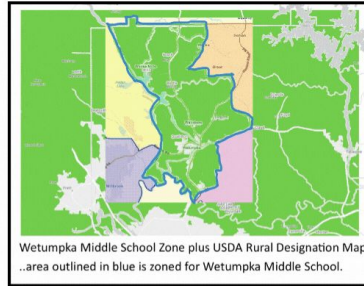
Elmore County Schools

Elmore County is a county located in the east central portion of the state of Alabama. According to 2020 census data, the population was 87,977. Elmore County is part of the Montgomery, AL Metro Area and covers a total area of 657 square miles.

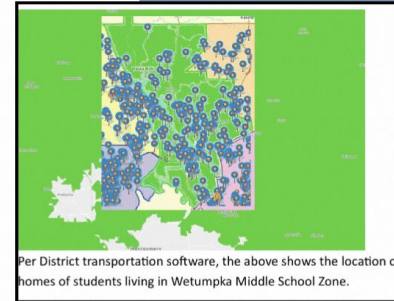


EXPANDING NON-CONGREGATE MEALS IN 2025

USDA Rural Designation Map

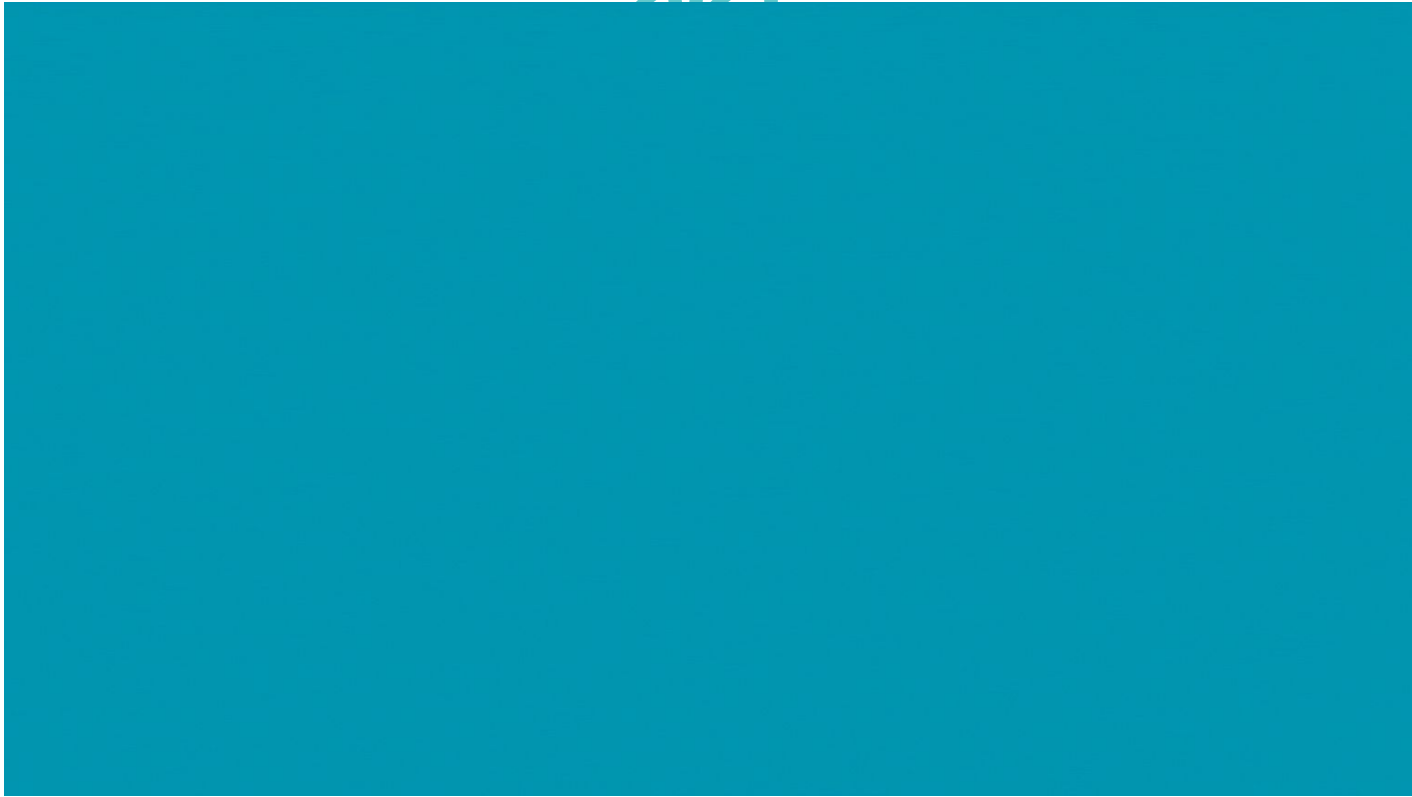


Wetumpka Middle School Zone plus USDA Rural Designation Map.
...area outlined in blue is zoned for Wetumpka Middle School.

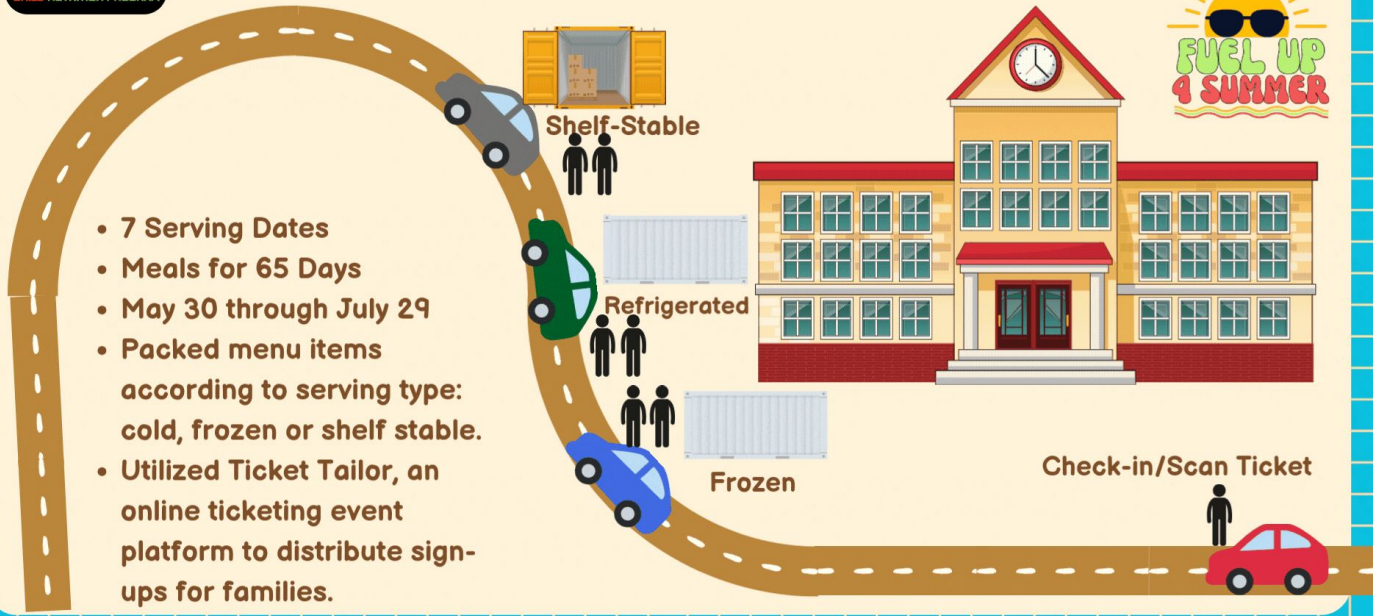


Per District transportation software, the above shows the location of homes of students living in Wetumpka Middle School Zone.

EXPANDING NON-CONGREGATE MEALS IN 2025



EXPANDING NON-CONGREGATE MEALS IN 2025



- 7 Serving Dates
- Meals for 65 Days
- May 30 through July 29
- Packed menu items according to serving type: cold, frozen or shelf stable.
- Utilized Ticket Tailor, an online ticketing event platform to distribute sign-ups for families.

EXPANDING NON-CONGREGATE MEALS IN 2025



FUEL UP 4 SUMMER
FUEL GOOD. FEEL GOOD.

ELMORE COUNTY CHILD NUTRITION PROGRAM
7 SERVICE DATES THIS SUMMER UP TO 10 BREAKFAST & 10 LUNCH MEALS SERVED @ EACH CURBSIDE SERVICE.

Elmore County Curbside Meal Pick-up: *** 4:30 PM to 6:00 PM**
Multiple dates and times

FREE summer meals for ALL children 18 years and under not being served meals through onsite school programs, Grandview YMCA or CIA Kids Journey. Every child must have a ticket for each curbside meal service. Registration/tickets for the next meal service will be available at 8 am on the morning following each meal service. Meals will be available WHILE SUPPLIES LAST...First come, first serve.

****Only the child or parent/guardian can pickup meals.** As it relates to summer meal pick-up, Alabama State Department of Education is defining guardian as: whatever adult is principally responsible for the care of the child that day, such as grandparents or other adults functioning as childcare providers, can pick up meals on behalf of the children.

Click [HERE](#) to register for Curbside Meal Service Ticket(s)

[tickettailor.com](https://www.tickettailor.com)



- The ticketing app provided clear, accessible information to families on where to go and any other critical logistics.
- It is compatible with iPads and iPhones to act as scanners that continuously gather data on who is in line and participating in the program.
- This tool was pivotal in streamlining the registration process and mitigating some logistical burdens.

EXPANDING NON-CONGREGATE MEALS IN 2025




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EXPANDING NON-CONGREGATE MEALS IN 2025

June 20 Menu

Storage & Prep instructions



Frozen Food

- Place in freezer as quickly as possible following meal service.
- Store in freezer until ready to consume

PRODUCT	MICROWAVE	CONVENTIONAL OVEN
Mini Cinnis	Place one pouch in microwave and heat on HIGH for 10-20 seconds. LET STAND one minute before removing from microwave. CAUTION: pouch and product can be very HOT. Use caution when handling and eating.	Preheat oven to 350. Heat frozen product in <u>ovenable</u> pouch. Place pouches flat on baking sheet, do not let pouches touch oven sides, do not place on oven rack. Bake for 10-12 minutes. CAUTION: pouch and product can be very HOT. Use caution when handling and eating.
Chicken Nuggets <small>Breaded Nuggets are uncooked. For safety, this product must be cooked to an internal temperature of 170°F as measured by the use of a meat thermometer. Cooking times may vary.</small>		Preheat oven to 375°F. Spread frozen nuggets on a baking sheet and bake for 25-30 minutes.
Cheesy Pull-Aparts	Place one pouch in microwave and heat for 50-60 seconds. Let stand one minute before removing from microwave.	Preheat oven to 350. Heat frozen product in <u>ovenable</u> pouch. Place pouches flat on baking sheet, do not let pouches touch oven sides and do not place on oven rack.

Refrigerated Food


Milk & Fresh Fruit

- Place fresh fruit and milk (gallons & 8oz. bottles) in refrigerator as quickly as possible following service
- Store in refrigerator until ready to consume


Shelf Stable Items

Shelf stable milk (8oz. boxes), fruit cups, raisins, juice, muffins, & Cheez Its

- Store at room temperature



The next curbside service will be Monday, July 1st from 4:30-6pm. Registration for July 1st service will open Friday, June 21st at 8am. Use the QR Code or visit elmoreco.com under the Child Nutrition tab for additional registration instructions.



This institution is an equal opportunity provider.



Challenge



Challenge yourself every day to eat well, live well and be well. Strive to eat fresh produce, drink water, exercise and read every day this summer!

FUEL GOOD, FEEL GOOD!

July 2-11	2	3	4	5	6	7	8	9	10	11
	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU
EAT FRESH FRUIT/VEGGIES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DRINK WATER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BE PHYSICALLY ACTIVE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
READ 20 MINUTES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

STAY HYDRATED-DRINK MORE WATER!

Set a goal to increase your water intake this summer.

Why not make a science project out of it? Create a chart, take before and after photos, record your daily progress, show how you increased your intake, note the changes in your body and how you feel! Be proud of your results and hard work.

LET'S GET HEALTHY ELMORE COUNTY!

DRINK SMART TO PLAY HARD

Thirsty? Choose water instead of sugar-sweetened beverages.

- Make sure your fridge has healthy drinks ready to go. When kids open the fridge and see cold water, they'll likely grab it.
- Drink less regular soda, sports drinks, and other sugar-sweetened beverages.
- Offer 100% juice in smaller amounts, ½ to 1 cup a day, depending on age.
- Make water more fun by adding sliced fruit or cucumbers.
- Kids should drink 2 to 3 cups of low-fat (1%) or fat-free milk a day, depending on age.



This institution is an equal opportunity provider.

EXPANDING NON-CONGREGATE MEALS IN 2025

CURBSIDE *meals* 4:30PM - 6PM

JULY 11 MENU

VISIT WWW.ELMORECO.COM UNDER THE CHILD NUTRITION TAB FOR MORE INFORMATION.

Dean's Sausage Biscuits
5 twin packs

Pancakes Plus 1 cereal
4 servings (8 cakes) 1 cereal

100% Juice Capri Sun
10 pouches

Tony's Personal Pan Pizza
6 pizzas

Dole Fruit Cups OR Apple Crisps
will vary by site
12 each

Bell & Evans Chicken Tenders and chicken nuggets
2 boxes

Cheez-Its
1

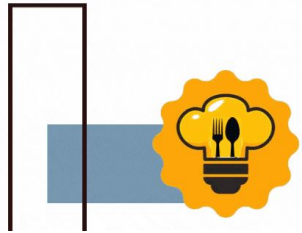
Applesauce Cups or Pouches
6

Sweet Alabama
1 pint
Cherry Tomatoes & Slicing Tomato

Milk
(20) Half Pints OR 1 Gallon + (4) Half Pints

ELMORE COUNTY CHILD NUTRITION PROGRAM

FUEL UP 4 SUMMER



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EXPANDING NON-CONGREGATE MEALS IN 2025



Elmore County Schools



Summer Nutrition Summit 2024



EXPANDING NON-CONGREGATE MEALS IN 2025



Healthy Meals for Hungry Kids

JAMESTOWN AREA YMCA: Ending Childhood Hunger

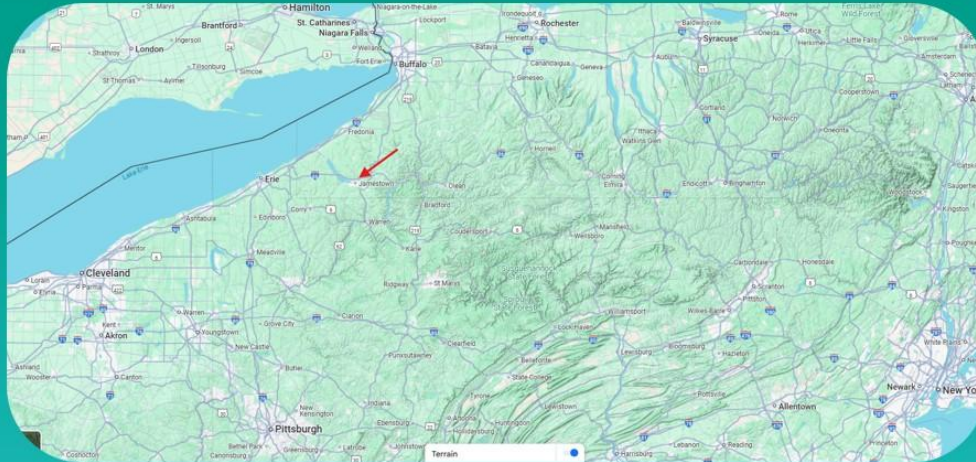


EXPANDING NON-CONGREGATE MEALS IN 2025



Healthy Meals for Hungry
Kids

Service to Small Towns in a Big City State.



- 70 Miles from Buffalo
- 145 Miles from Cleveland
- 171 Miles from Pittsburgh
- 314 Miles from Detroit
- 394 Miles from New York City

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EXPANDING NON-CONGREGATE MEALS IN 2025



Healthy Meals for Hungry Kids



September to June

- Out of School Time meals and snacks to 7 sites
- 36,769 Meals; 15,197 Snacks



July to August

- Providing breakfast and lunch to 14 sites
- 38,060 Summer Meals



EXPANDING NON-CONGREGATE MEALS IN 2025

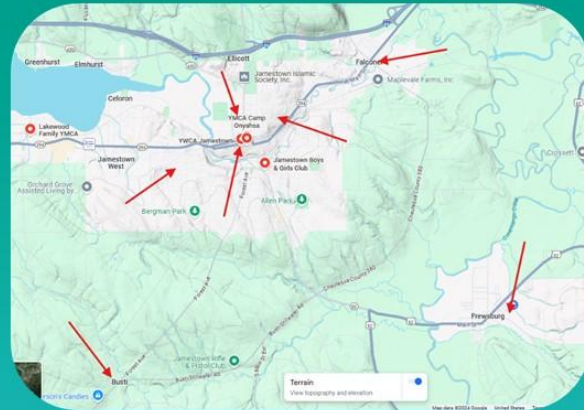


BETTER TOGETHER

Anti-Childhood Hunger Partners

2024 OPEN SITES: Rural Non-Congregate

- Jamestown Parks (Jackson Taylor/Lillian Dickson)
- Persell Middle School
- Prendergast Library
- Frewsburg Town Park
- Falconer Central Schools
- Hazeltine Library



EXPANDING NON-CONGREGATE MEALS IN 2025



Healthy Meals for Hungry Kids

JAMESTOWN AREA YMCA: Ending Childhood Hunger



OPEN SITES: Rural Non-Congregate

- 10 Weeks
- Monday to Friday
- 30 to 60 Minute Service Times
- Breakfast and Lunch Daily
- Grab-n-Go Service Method

EXPANDING NON-CONGREGATE MEALS IN 2025



Rural Non-Congregate Comparisons

Lillian Dickson Park

Summer 2023

- Average 20 Children/day
- 956 Meals Served

Summer 2024

- Average 54 Children/day
- 4,958 Meals Served



Prendergast Library

Summer 2023

- Average 17 Children/day
- 923 Meals Served

Summer 2024

- Average 84 Children/day
- 6,978 Meals Served

EXPANDING NON-CONGREGATE MEALS IN 2025



Healthy Meals for Healthy Kids

Feedback From Families

"I like the security knowing my child will never have to go hungry. Because I don't have to worry about breakfast and lunch, I can focus on providing healthy and fresh fruit and veggies and balanced dinners at home."



"We appreciate the meals and it helps our family stay on budget over summer when kids are not in school. Thank you!"

"We are blessed with this program and we are forever grateful for such a wonderful service Thank you!!!"

"My child likes the food and it also helps with budgeting"

EXPANDING NON-CONGREGATE MEALS IN 2025



Healthy Meals for Hungry Kids



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EXPANDING NON-CONGREGATE MEALS IN 2025



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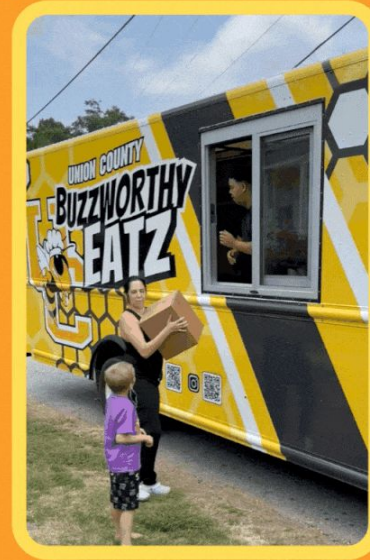


EXPANDING NON-CONGREGATE MEALS IN 2025



Marketing Home Delivery of Summer Meals

- 1 Audience Call-To-Action
- 2 What Outlets are Available?
- 3 Story: Show - Don't Tell



EXPANDING NON-CONGREGATE MEALS IN 2025



What Do I Want?

Parents: Give permission to drop meals for entire summer

Team: Sign up to work over summer

District: Support from Transportation, Technology, & School Secretaries

1

Audience Call-To-Action



EXPANDING NON-CONGREGATE MEALS IN 2025



How Can We Reach Them?



2 What Outlets Are Available?

EXPANDING NON-CONGREGATE MEALS IN 2025



How Can We Reach Them?



TAKE A BREAK FROM COOKING AND HIGH GROCERY BILLS THIS SUMMER AND LET US DELIVER!

UNION COUNTY
BUZZWORTHY EATS

COMPLETE THE POWERSCHOOL FORM BY
MAY 15

to be eligible, a household must have at least one student enrolled in UCSD.

[TINYURL.COM/UNIONSUMMER24](https://tinyurl.com/unionsummer24)

QUESTIONS? EMAIL SUMMERMEALS@UNION.K12.SC.US

EXPANDING NON-CONGREGATE MEALS IN 2025

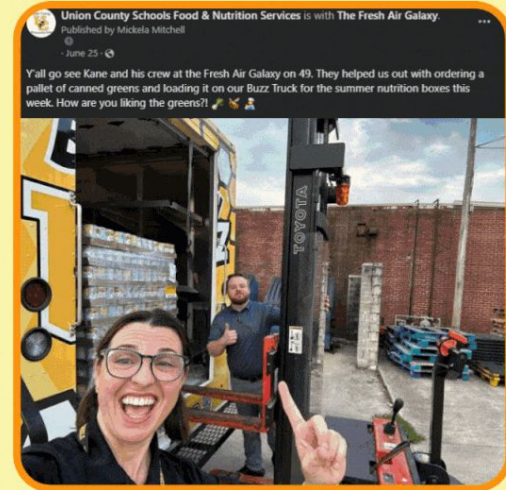


Story: Show, Don't Tell

FRESH, SAFE, AND SHELF-STABLE
SUMMER MEAL ITEMS

IF YOU REGISTERED FOR OUR SUMMER MEAL DELIVER SERVICE, REST ASSURED THAT THESE ITEMS ARE ALL SHELF-STABLE!

- GILMAN SHELF STABLE CHEESE
- STARKIST CHICKEN
- TRUMOO UNFLAVORED OR 1% CHOCOLATE MILK
- BACKPACK YOGURT
- 100% FRUIT JUICES

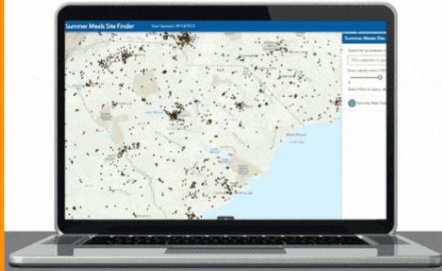


EXPANDING NON-CONGREGATE MEALS IN 2025



Story: Show Don't Tell

USDA SUMMER MEAL SEARCH FINDER



DID YOU MISS SIGNING UP FOR OUR SUMMER MEAL DELIVERY SERVICE? NO WORRIES! FIND A LOCAL SUMMER MEAL SERVICE PROVIDED BY USING THIS RESOURCE!

[TINYURL.COM/USDASUMMERMEALS24](https://tinyurl.com/usdasummermeals24)



EXPANDING NON-CONGREGATE MEALS IN 2025



Delivery Team

4,000+
individual stops

90 routes
driven

620 hours
driving

6
vehicles

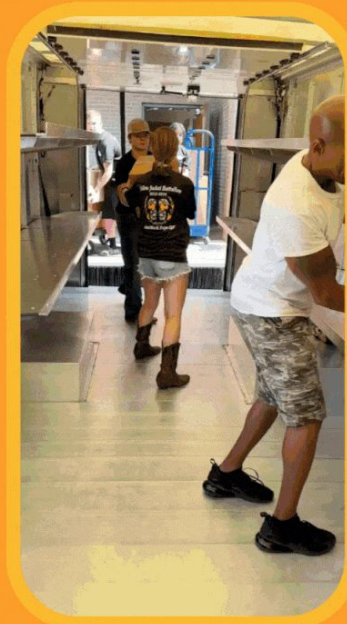


EXPANDING NON-CONGREGATE MEALS IN 2025



UCHS
JROTC

343 Volunteer
Hours



EXPANDING NON-CONGREGATE MEALS IN 2025



Thank You!



To Our Community



To District & State
Administration



To All Volunteers & Staff



QUESTIONS?



ACTION: SETTING GOALS FOR YOUR PROGRAM IN 2025

- Think about the successes and challenges you had expanding summer meals in 2024.
 - What worked? What didn't work?
- Exploring impact goals:
 - Long-term shared vision for success.
 - Immediate outcomes that will contribute to the change.

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ACTION: SETTING GOALS FOR YOUR PROGRAM IN 2025

What key changes will you have to make to meet your goals? Does that differ with varying audiences?

- Kids
- Caregivers
- Community partners
- School administration
- Staff
- Volunteers
- State agency
- Social media following
- Elected officials
- Vendors



EXAMPLE SPONSOR: Washington County Schools

- **2024 Model and Operations:**
 - First time sponsor with 5 grab-and-go sites across Washington County.
- **2024 What Worked:**
 - Grab-and-go was a success with families!
- **2024 What Didn't Work:**
 - Native Spanish-speaking households from the school district aren't participating in the program.
 - Little participation from housing complexes and surrounding neighborhoods.

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ACTION: SETTING GOALS FOR YOUR PROGRAM IN 2025

- **Future Vision:** Long-term and something your work will contribute to over time.
- **Near-Term Goals:** Identify 1-2 behaviors as goals for near-term success. They should be observable and measurable.

EXAMPLE:

The Future

The long-term impact you would like to contribute to is:

Summer meals are easily accessible to all 3,000 students in Washington County and a reliable, consistent resource available to families in Washington County.

The Near-Term

The more near-term outcome that tells you that your solution is working is:

We will expand the reach of our summer meals program in 2025 by adding at least 2 sites at housing complexes and optimizing marketing and menus to meet the need/preferences of all people in Washington County.

ACTION: SETTING GOALS FOR YOUR PROGRAM IN 2025

- **Key Shifts for Specific Audiences:** The key shifts that need to happen in order to meet your goals and vision. These will usually be changes in knowledge, attitudes, perceptions and actions to take.

EXAMPLE:

The Key Changes that Need to Happen To Get You There

What changes do you need to make before Summer 2025? What audiences do you need to engage to make your goals a reality and program a success?

*Housing complex staff/
Community partners
Audience*

*Add meal site in complex.
Train/educate staff. Provide
marketing materials.
Key Shift/Change*

REPORT OUT



HOW WAS YOUR EXPERIENCE?

Use this QR code to fill out our post event survey.

Please take a moment to complete this survey at the end of all the sessions you plan to attend.

Complete the survey before our closing plenary to be entered for a chance to win a No Kid Hungry branded prizes and items from William Sonoma!

Your feedback is important to us!





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EXPANDING NON-CONGREGATE MEALS IN 2025



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