

ENGAGING COMMUNITY PARTNERS IN SUMMER MEALS PLANNING FOR THE NEW YEAR

2020 'School's Out, Food's In' Webinar Series
Tuesday, January 21 (2:00-3:00pm Eastern)

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'School's Out, Food's In' Webinar Series Calendar

Webinar recordings and slide decks for all webinars will be [available here](#).

January 21: Engaging Community Partners in Summer Meals Planning for the New Year

February 18: Best Practices for Summer Meals Menu Planning

March 17: Managing Summer Meals Program Finances

April 21: New Summer Meals Tactics to Reach Kids and Families Where They're At

May 19: Summer Meals Program Outreach and Awareness

June 16: Sustaining Participation Over the Summer

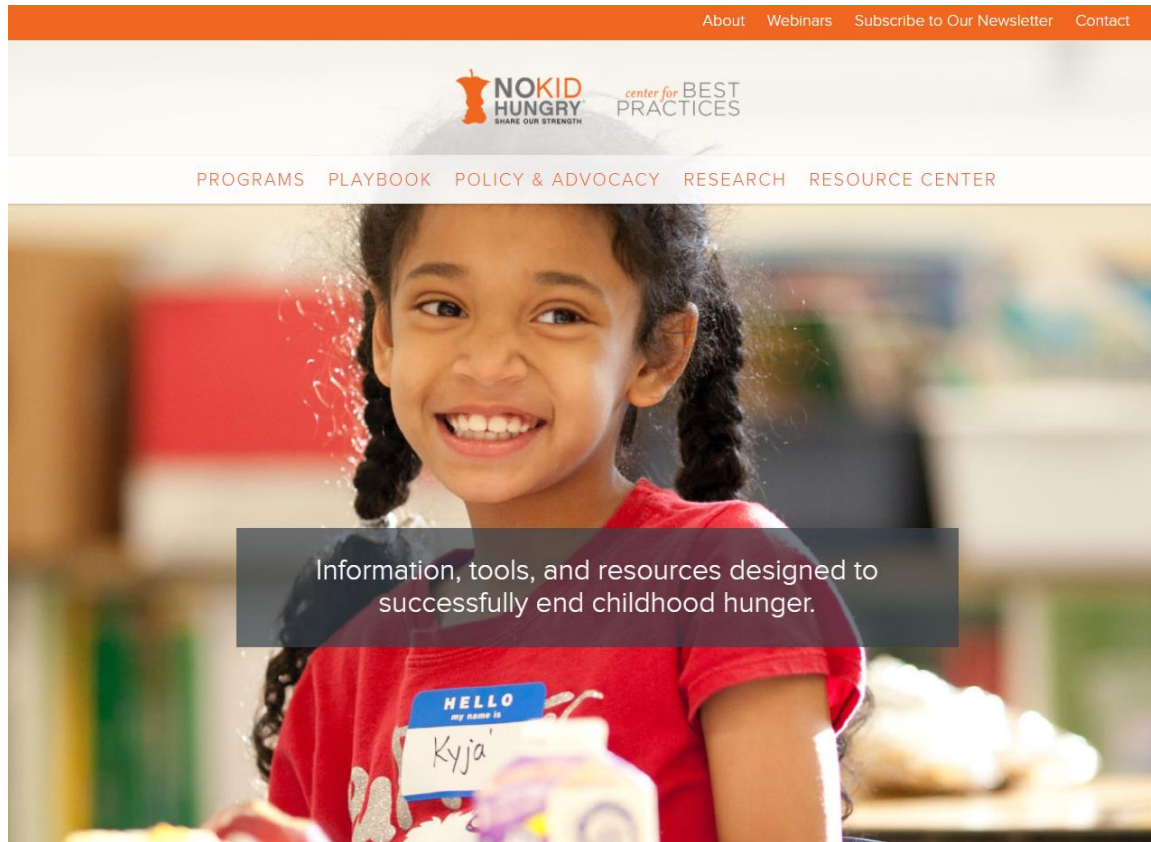


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VISIT OUR WEBSITE FOR ADDITIONAL INFORMATION AND RESOURCES



bestpractices.nokidhungry.org

Now with an updated Resource Center!



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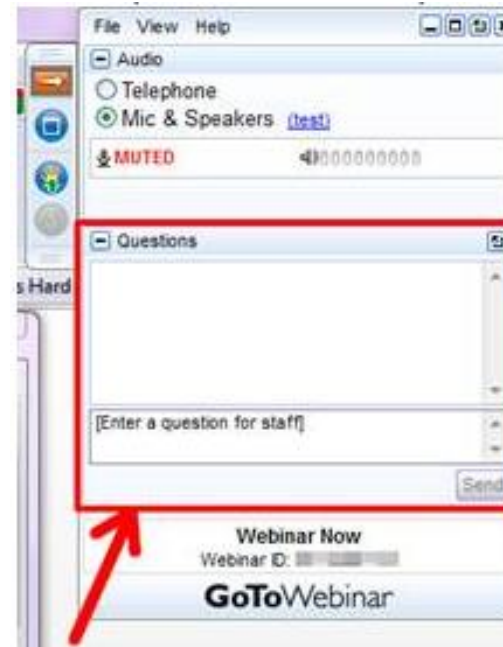
Welcome to Our Panelists:

Zetta Reicker, No Kid Hungry Consultant

Mel Curtis, Director, Moshannon Valley Branch, YMCA of
Centre County (PA)

MODERATED PANELIST Q&A

Question or comment? **Let us know!**

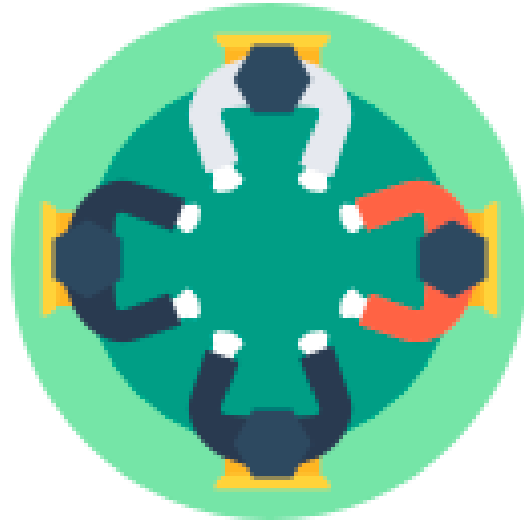
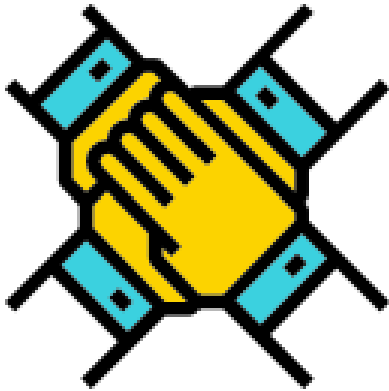


AGENDA

- Brief Program Overview & Roles
- Where to Begin? How to Successfully Plan to Launch Summer
- Possible Partnerships and How to Engage
- Meal Service Models
- Timelines

IMPORTANT TO SAY BEFORE WE BEGIN

... connect with your State Summer Meals Program staff.



Every State has slightly different regulations, so check in with them right from the start. They can also assist you with navigating how to qualify specific sites and what program is best for you.

WHAT ARE REQUIRED ROLES FOR SUMMER MEAL PROGRAMS?



Sponsor

Responsible for the administration and accountability. Must have the financial and administrative capacity to oversee a summer program.



Site(s)

Locations where children receive meals which are served in a congregate setting. Meals are often paired with physical activity and/or enrichment programming.

OTHER ROLES DEPENDING ON WHAT YOUR COMMUNITY NEEDS ARE



Champion / Promoter

Getting the word out to the community about the program drives participation. This message can come from the Mayor or another elected official, a local sports team, etc. Children themselves are also great promoters and can help create posters, etc.



Meal Vendor

A meal vendor is needed when a Sponsor does not have the capacity or facility to produce meals themselves. Sponsors are still responsible for administration and claims.



Funders/Partners

Grants and community partnerships are often available to help close any gaps. Support can be financial or in-kind with services, equipment, space, etc.

WHERE TO BEGIN?

... this depends on what type of organization you are.

	Administrative Options / Role	Federal Program Options	Reimbursement for Meals	Eligibility
School Nutrition Service Programs Currently Operating NSLP and/or SBP (School Food Authorities)	Sponsor Only	National School Lunch Program Summer Seamless Option (SSO)	SSO: Rates based on NSLP and SBP free rates	Two ways to qualify: location (low-income area or school) or by individual child (collect meal forms)
	Sponsor & Site	OR Summer Food Service Program (SFSP)	SFSP: One rate per each eligible meal served (<i>higher than NSLP/SBP rates</i>)	However, there are several ways to achieve these two steps above by working directly with your State Summer Meals Unit.

Pro tip: Consult USDA's [program comparison chart](#)

WHERE TO BEGIN?

... this depends on what type of organization you are.

	Administrative Options / Role	Federal Program Option	Reimbursement for Meals	Eligibility
Community Based Organizations, Faith Based, City Parks & Rec, Summer Camps, Housing sites, etc.	Sponsor & Site <i>(must demonstrate financial and administrative capacity)</i>	Summer Food Service Program (SFSP)	One rate per each eligible meal served (higher than NSLP rates)	Two ways to qualify: location (low-income area or school) or by individual child (collect meal forms)
	Site Only <i>(hosts children, partners with another org to be the Sponsor)</i>	Seamless Summer Option (SSO) or Summer Food Service Program (SFSP)	In most cases, reimbursement accrues to the Sponsor (and not the Site)	However, there are several ways to achieve these two steps above by working directly with your State Summer Meals Unit.

PLANNING RESOURCES FROM NO KID HUNGRY AND THE SCHOOL NUTRITION FOUNDATION

[Action Planning Template](#) - This template will help you create an action plan by walking you through the steps necessary to implement the summer meals program in your district.

[Operational Workbook](#) - Project management tools and draft timelines, as well as background on the program.

[Schools as Nutrition Hubs](#) - Website with many program planning & templates for summer and afterschool meals



ESTABLISH A SUMMER MEALS TEAM

Who and where are the organizations working with children during the summer?

City Parks & Rec

Boys & Girls Club

Housing Authority Sites

Summer Camps

YMCA's

Summer School Sites

Libraries



EXPANDING A SUMMER MEALS PROGRAM

Where are the gaps on the map?

Can you increase the number of children served at existing sites?



EXAMPLES OF INNOVATIVE SUMMER PARTNERSHIPS



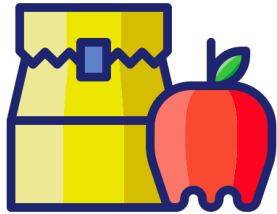
Ability for community members to text to find open summer meal sites.



Partnership with UPS to deliver meals.

TYPES OF MEAL SERVICE

Several models possible depending on the facility and meal provider.



Drop & Go



Stay & Serve



Mobile Food Truck

SCHOOL DISTRICTS

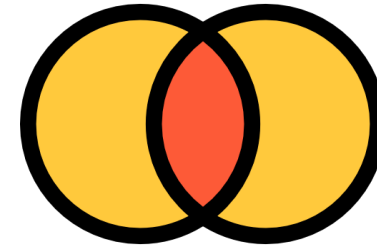
Important items to consider and review.



Staffing



Operations & Budget



CACFP

IMPLEMENTATION TIMELINE

No Kid Hungry resource: Proactive Planning for Sponsors

NoKidHungry.org





WHO WE ARE
NO KID HUNGRY

In the world's wealthiest nation, no child should grow up hungry. Over the course of a year, however, more than 15 million children in America cannot count on having enough nutritious food. That's one in six kids in America today who live in families impacted by hunger.

The No Kid Hungry Campaign® catalyzes innovative coalitions among governors, mayors, businesses, chefs, teachers and community leaders across the country to connect families at risk of hunger with the programs that can help them.

Combining access with education, we also teach families how to cook healthy, affordable meals through our Cooking Matters® program.

Together, we are making No Kid Hungry a reality in America. Learn more at www.nokidhungry.org.

ADDITIONAL INFORMATION

For more information on supporting and expanding your program operations, as well as information on best practices to increase participation and resources for funding to support program operations, visit No Kid Hungry's [Center for Best Practices website](#).

PROACTIVE PLANNING FOR SUMMER MEALS SPONSORS

One of the best ways to sustain, strengthen and expand your summer meals program is to approach planning as a year-round endeavor. The following guidance is a road map to help identify activities that most benefit your program at different times throughout the year.

YEAR-ROUND

Participate in state or regional sponsor councils (if available) to engage in networking and best practice sharing with peer organizations in order to support program growth. Contact your State Agency or No Kid Hungry campaign partner for additional information.

OCTOBER-NOVEMBER

- Submit August meal count claims, if you have not yet done so.
- Attend a State Agency or No Kid Hungry sponsored summer debrief session to review this year's outcomes and capture learnings to inform your work for next summer.
 - Use the debrief session as an opportunity to set internal goals for your program and establish or deepen community partnerships.
 - Use No Kid Hungry's [Averaged Eligibility Mapper](#) to identify areas for program expansion.
- [Sign up for the 'What's New' newsletter](#) to receive program updates and register for upcoming webinars.

DECEMBER-JANUARY

- Begin site recruitment based on established program goals.
- Start budget, menu, and staff planning using [No Kid Hungry Financial Management](#) resources.
- Discuss plans for large-capacity projects, such as mobile vehicles. Refer to the [No Kid Hungry Mobile Meals Playbook](#) for guidance.

NOKIDHUNGRY

Thank you for your work to ensure No Kid Hungry in the summer!



Improving Your Summer Meals Program Through Community Partnerships

Mel Curtis, Branch Director
Moshannon Valley YMCA
mcurtis@ymcaocc.org



Serving Central Pennsylvania

Centre County

- Micropolitan area: State College + Penn State University
- Child food insecurity rate: 14.5% in 2017¹

Clearfield County

- Rural county
- High unemployment
- Child food insecurity rate: 20.2% in 2017¹
 - One of the highest rates in PA

Our summer meals program

- 28 sites across Centre and Clearfield counties
- [Travelin' Table](#) mobile summer lunch program
 - Reaches rural pockets of poverty
- Parents/adult caregivers can purchase meals at a cost of \$2.50 per meal.

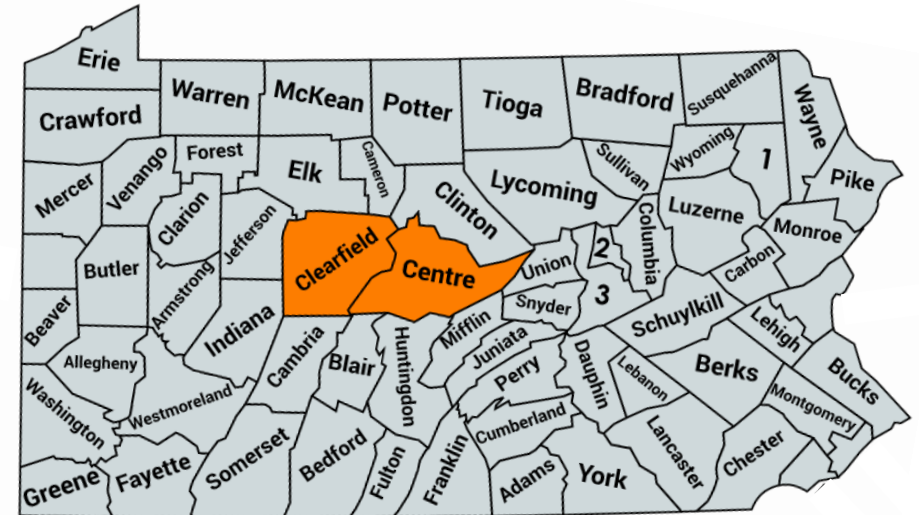


Photo credit: [Syed Karimushan](#)

¹Data from Feeding America's [Map the Meal Gap](#)

Funding Partnerships

YMCA of Centre County received \$85k in funding from local family services branch (CenClear) to buy and outfit a school bus for the Travelin' Table.

Other funding partnerships:

- Local grocery stores
- Local businesses
- Nonprofit organizations with related missions
- Local churches
- Universities and colleges

Strategies for Engaging Potential Funding Partners

1. Take time to build personal relationships with individuals
2. Target organizations that have a mission to help children and their families
3. Offer to bring folks on and help them get engaged (training, volunteer opportunities, etc.)
4. Engage communities of faith



Program Partnerships

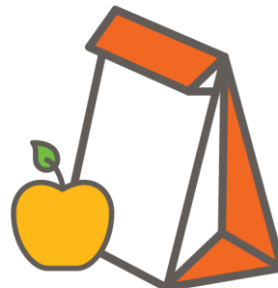
YMCA of Centre County operates the Summer Food Service Program as well as a weekend backpack program. Their mobile program, the Travelin' Table, provides cooking classes as well as preventative medical and dental screenings.

Program partners include:

- Central Pennsylvania Food Bank
- Penn State Health Medical Group
- CenClear Child Services
- AmeriHealth Caritas

Strategies for Engaging Potential Program Partners

1. Target areas of need
2. Understand the demand for programs or services among your target population
3. Identify organizations seeking to serve your target population
4. Explore how best to align your efforts



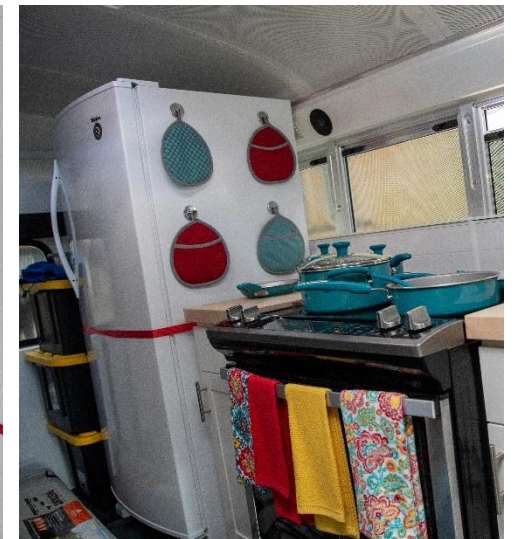
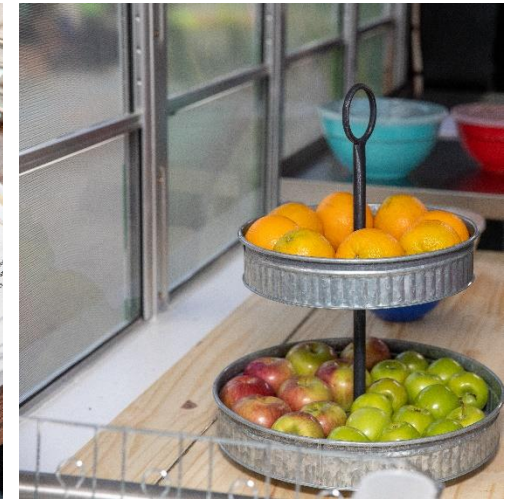
Travelin' Table

Key features of the Travelin' Table include:

- Full-size commercial kitchen
- Cooking classes for families
- Preventative medical and dental screenings
- Personal hygiene kits
- Books for children
- Mock farmers' market for kids ('Y bucks')
- Fitness/sports component with help from college interns
- Nutrition education classes at elementary schools (school-year programming)



Photo credit: [Syed Karimushan](#)





Questions?

**Still have questions? Write us at
bestpractices@strength.org.**

Join us for next month's webinar!

Best Practices for Summer Meals Menu Planning
Tuesday, February 18 @ 2pm Eastern

