

Planning, Partnerships, and Policy: National and Local Perspectives for Expanding Summer and Afterschool Meals in Rural Communities



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SPEAKERS

- **Policy and Promising Practices: National & State Perspective**
 - Clarissa Hayes, Food Research & Action Center
 - Haley Kottler, Kansas Appleseed
- **YMCAs in Action - National & State Perspective**
 - Stacey McDaniel, YMCA of the USA
 - Jeff Snyder, Osage Prairie YMCA
- **The Role of Food Banks - National & State Perspective**
 - Mya Price and Amy Schumacher, Feeding America
 - Kathy Prince, Second Harvest Food Bank of East Tennessee

Expanding Summer and Afterschool Meals Access in Rural Areas

Clarissa Hayes

Senior Policy Analyst, Food Research & Action Center

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Summer & Afterschool Meal Programs

- Designed to fill the nutrition gap in the hours afterschool and during the summer months
- Reimbursement
- Meal Pattern
- Eligibility
- Programming Requirements



Out-of-School Time Meals During COVID-19

- Nationwide waivers are supporting continued access to summer and afterschool meals during COVID-19, including in rural areas!
 - Summer Meals available year-round during the 2020-2021 school year
 - Meals can be consumed offsite
 - Area eligibility
 - Meal time flexibilities
 - Parent/guardian pick-up
 - Afterschool activity flexibility
 - And more!

Prioritizing Rural Expansion

Innovative Solutions: Three Successful Service Models

Model 1: Sponsors identify central locations in their community and transport children to summer meal sites. Sponsors interested in **transporting children to summer meal sites** can connect with the transit authority, faith-based organizations, colleges and universities, and local businesses in the local area.

Model 2: The “Hub and Spoke” model involves **preparing and/or storing meals at various sites, and having a driver (or drivers) pick-up and deliver the meals to the sites. This helps reduce the distance vendors and sponsors must travel to get meals to sites.** The success of this model rests on strong community-based relationships.

Model 3: The **mobile meal delivery model** can be appealing in rural communities where limited transportation prevents children from getting to and from summer meal sites. Sponsors in rural areas have successfully constructed routes based on their community’s needs to close gaps in service, often targeting high-needs areas. The U.S. Department of Agriculture’s Food and Nutrition Service (FNS) has a [mapping tool](#) that sponsors can use to plan potential mobile routes.

- Use mapping tools and data to identify non-participating communities
- Work with state agency and local/state leaders to set expansion goals and eliminate barriers
- Explore new partnerships in rural areas
- Build trust and use local champions

Policy, legislation, and funding to support rural expansion

- State legislation and funding opportunities
- Summer Meals Act
- COVID-19 relief funding

Thank you!



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KANSAS APPLESEED

Justice for all.



Strategies for SFSP expansion



- Working with our state agency
- Supporting sponsors through summits, newsletters and other outreach
- Sponsor surveys
- Lunch Across Kansas
- Engaging elected officials

Working with our state agency

THRIVING INCLUSIVE JUST



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- In 2014, SFSP participation in Kansas was 50th in the nation
 - Began initial conversations with Kansas Department of Education on increasing participation
- Policy implementation advocacy, rather than providing technical assistance



Lunch Across Kansas

- With SFSP participation dropping in half in July, a way to promote this important program was needed
- Began in 2015 with a day event, but quickly grew to a month of celebrating and promoting in Kansas
- Looked much different in 2020, but that is okay!

Lunch Across Kansas, continued.



FARM FRESH FRIDAY

WITH THE FIRST FAMILY

WHERE: GOVERNOR'S RESIDENCE
(1 SW CEDAR CREST ROAD, TOPEKA)

JULY 19TH PARTICIPATE IN ACTIVITIES & GAMES PROMOTING HEALTHY LIVING & EATING

10:30 a.m. to 12:30 p.m.

FREE LUNCH & ACTIVITIES

FOR EVERYONE 18 AND UNDER. ADULT MEALS AVAILABLE FOR \$3.75

ACTIVITIES:

- MINI-FARMER'S MARKET
- GARDENING
- NUTRITION EDUCATION
- STORY WALK
- SCAVENGER HUNT
- SNACK DEMONSTRATION
- GIVE-AWAYS & MORE!

PARTNERS:

- KANSAS OFFICE OF THE GOVERNOR
- KANSAS STATE DEPARTMENT OF EDUCATION
- TOPEKA PUBLIC SCHOOLS
- K-STATE RESEARCH AND EXTENSION
- UNITED WAY OF GREATER TOPEKA
- SHAWNEE CO. CAMPAIGN FOR GRADE-LEVEL READING
- TOPEKA FARMERS MARKET
- KANSAS APPLSEED
- MIDWEST DAIRY COUNCIL

This institution is an equal opportunity provider
Additional parking available at Fairlawn Nazarene Church (730 SW Fairlawn Rd)
Questions? Contact cwagner@tps501.org





Sponsor surveys

- Kansas Appleseed staff conducted over 170 interviews with SFSP sponsors across the state
 - Highly successful, 180 sponsors total in Kansas in 2019
- Goals of this project:
 - Identify communities who may need help continuing SFSP the following year
 - Identify needs of sponsors to ensure they are successfully addressed moving forward
 - Increasing needed resources to support SFSP sites across the state

Engaging Elected Officials



Summits, newsletters & other outreach

- Kansas Appleseed & KSDE convened SFSP summits
 - Sponsor-led panels, discussions and workshops
- SFSP monthly newsletter
- Hunger Action Summits
- Outreach
 - Best practices
 - Shifting focus to assisting with site participation



Promoting SFSP through the COVID-19 pandemic

- Many webinars/Facebook town halls to get information out about flexibilities to the program
- Worked with union officials to celebrate and uplift food service workers
- Promotion of specific districts plans/sites through social media
- Continued implementation advocacy



Example “thank you” video





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FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

NOURISHING YOUTH TO THEIR FULL POTENTIAL WITH AFTERSCHOOL & SUMMER MEALS

Stacey McDaniel

Anti-Hunger Initiatives
Specialist

YMCA of the USA



La Crosse Area Family Y, WI

PRE-COVID AFTERSCHOOL & SUMMER MEALS

Traditional - Afterschool Programs & Summer Camp

Outreach Sites – Taking meals beyond our walls in places like libraries, housing authority complexes, community centers, parks, churches, anywhere large populations of free and reduced lunch eligible youth are within walking distance

Mobile Meal Programs – Y on the Fly

Weekend Meal Programs utilizing CACFP/SFSP – did you know weekends/holidays make up 1/3 of the year???

Teen Programs with “Complimentary Meals”
-<https://ymca.net/Teen-Meal-Program-Guide>

“Super Snack” – full 5 component CACFP dinner served immediately when the school dismissal bell rings



POLL QUESTION

Before Covid-19, how was your program working to ensure more kids had more meals during out-of-school time?
Check all that apply:

- A. Afterschool snacks
- B. Afterschool MEALS
- C. Summer Meal Program
- D. Mobile Delivery of Meals
- E. Open Community Walk-Up Sites For Kids
- F. Weekend Congregate Meal Programs
- G. Weekend Backpack Programs
- H. Teen Specific Meal Programs



**DURING THE FIRST 6
MONTHS OF THE PANDEMIC**



the **Y**

So far this year, **Ys** across the U.S.
have served **37 million meals**
to **1.2 million people.**



the **Y**

Between March and August, they've
served **9.6 million pounds**
of food to families...



the **Y**

...and **3.3 million meals**
to **349,000 adults.**



the **Y**

Please consider donating to help
continue supporting your community.
www.ymca.net/give

YMCA MEAL DISTRIBUTION IN COMMUNITIES DURING COVID-19



Granite YMCA, NH

Grab &
Go



YMCA of Long Beach, CA

Drive
Through



Osage Prairie YMCA, MO

Bulk Meal
Distribution
SFSP/CACFP



YMCA of Central Massachusetts

Home
Delivery

POLL QUESTION

Check all of the pandemic waivers that your meal program has utilized and found helpful.

- A. Non-Congregate (allowing pick up for grab & go/drive through options and home delivery)
- B. Meal Service Times (permitting multiple day distribution and waiving time required between meals/snacks served)
- C. Activity Requirement (no activities required with meal service)
- D. Parent & Guardian Pick Up Meals
- E. Meal Pattern Flexibility (ability to substitute menu items when items not available as planned)
- F. Area Eligibility (ensuring all sites regardless of free and reduced lunch percentage may participate)
- G. On-Site Monitoring Requirement (in-person monitoring waived)

COMBINING BROAD HUNGER RELIEF WITH YOUR CACFP/SFSP MEAL EFFORT

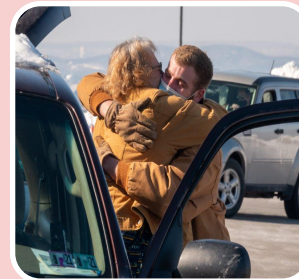
Y of Central Lincoln County, ME – Fill the Bus Drive to gather food donations to redistribute to community members with hunger coalition partners. Provide meals to kids, as well as grocery delivery for those without transportation.

Rome-Floyd YMCA, GA – collaboration with schools for weekly meal bundle distribution and over 60 partners to provide bulk distribution SFSP/CACFP, Farmers to Families boxes (use preschool wagons for walking members to take boxes home with), & meal delivery for homebound seniors.

Y of Centre County, PA – Farmers to Families boxes as well as partnerships with area farmers, restaurants, and schools to distribute nearly **2 million** pounds of food along with **1.5 million meals** to families



TIPS FOR SUCCESS – YMCA OF CENTRE COUNTY, PA



1. Create **partnerships** and help **fill gaps** for **food access** site **locations**, **times**, **options**, **storage**, and **delivery needs**.

2. Build a large **volunteer base**, that is passionate about helping others.

3. Scour every possible **food source** that is available, eventually word spreads and groups will start contacting you to donate food.

4. **Create excitement for the kids** – remove the stigma of free meals and give families something to look forward to!

5. **BUILD TRUST** WITH THE KIDS AND FAMILIES – consistent support, respect, & service.



THANK YOU!

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#TheYFeedsKids



BEAUFORT-JASPER YMCA OF THE LOWCOUNTRY, SC

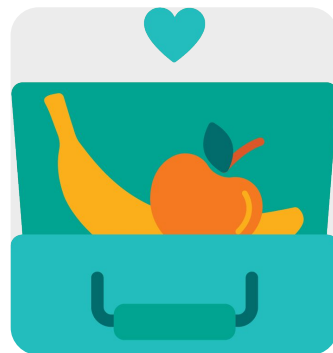


FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

INNOVATION – BULK WEEKLY MEAL DISTRIBUTION

YMCA of the USA
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#TheYFeedsKids



FORMULA FOR SUCCESS

2 USDA Programs

- **CACFP and SFSP**

+ 4 USDA Waivers

- **Non-congregate** (pick up & home delivery)
- **Meal Service Times:** (permits multiple day distribution and waives time required between meals/snacks served)
- **Activity Requirement for Afterschool**
- **Parent & Guardian Pick Up Meals**

2 Small Town Rural Missouri Communities

- Nevada, MO (approx. 1300 kids weekly)
- El Dorado Springs, MO added in January 2021 (approx. 700 kids weekly)

+ 4 YMCA Employees

- **Started with only 2 staff. YMCA CEO + 1 PT staff at 20-30 hrs/wk**
- **Has now grown to 2 FT staff and 2 PT Staff**
- **Part-Time Food Program Coordinator (20-30hrs/wk)**

+ 40 Volunteers per site

- **Adults: Faith Based Community, Community Service Groups**
- **Youth: Youth Service Organizations, School Groups**
- **Most overlooked potential volunteer base are your current participants....they WILL gladly help!**

+ 1 Critical Partnership

- **Local Food Supplier, Woods Supermarket**

= 56,000 Meals Served Weekly

Approx. 2000 Youth Receiving Groceries for Breakfast, Lunch, Dinner and a Snack 7 days a week.



ADDITIONAL CONSIDERATIONS FOR MEETING CACFP REQUIREMENTS – THE ROSTER

Pre-Registration to create a roster and to determine your weekly food order

The collage displays five different sections of the 'YMCA Sunday Grocery Grab Sign-Up' form:

- Top Left:** A section titled 'Where would you like to pick up your groceries? *' with a note that groceries are available for pick-up on Sundays from noon-1:00 pm. It features three radio button options: Nevada, MO; Richards, MO; and Sheldon, MO.
- Top Center:** The main title 'YMCA Sunday Grocery Grab Sign-Up' with the YMCA logo. Below it, it states 'Feeding kids one week at a time' and '14 Questions'.
- Top Right:** A section titled 'What school age group(s) do your children fall into? *' with a note to 'Select all that apply.' and a red asterisk indicating 'This field is required.' It includes four checkbox options: Preschool (ages 3-5), Elementary school (grades K-5), Middle school (grades 6-8), and High school (grades 9-12).
- Bottom Left:** A section stating 'Any children that participate in the school district's free breakfast and/or lunch program are not eligible for the YMCA's Sunday Grocery Grab Program. *' followed by a checkbox for acknowledging that children in the household are not eligible for the program.
- Bottom Right:** A section titled 'Please provide the first name and age of all children 18 years and younger that choose not to get breakfast and/or lunch at school.' with a note to 'Please use this format "NAME, AGE"'. It contains five empty text input fields, each with a small orange icon to its right.

WHAT ARE YOUR NEXT STEPS?

1. IDENTIFY YOUR COMMUNITY NEED

- What work is currently happening in your community?
- Where are the gaps?
- Who are the other players that can help you meet the need?

2. DEVELOP A PLAN

- Share your passion and your vision
- Build those relationships
- Familiarize yourself with USDA Guidelines for bulk meals
 - <https://fns-prod.azureedge.net/sites/default/files/resource-files/SFSP%20Bulk%20Foods%20Tip%20Sheet.pdf>

3. CONTACT YOUR STATE AGENCY

- Without question your state agency is one of the most important relationships, if not the most important relationship, you will establish while administering this program. Treat your state agency as an ally and a partner.



SOLVING HUNGER
TODAY
ENDING HUNGER
TOMORROW





Hunger Is a Devastating Reality

Hunger was a crisis before the pandemic



The pandemic means grim projections for food insecurity this year – and the foreseeable future



Table 1: Number of individuals experiencing food insecurity by race/ethnicity and area of residence, 2019

Area of residence ¹	Overall		Black ²		Latino ²		Native American ³		White, non-Hispanic	
	Percent	Number (millions)	Percent	Number (millions)	Percent	Number (millions)	Percent	Number (millions)	Percent	Number (millions)
Overall ⁴	10.9%	35.2	19.2%	9.0	15.5%	9.4	22.6%	1.6	7.9%	15.2
Rural	12.5%	5.4	23.5%	1.0	12.8%	0.4	23.5%	0.4	10.8%	3.7
Urban	10.6%	29.8	18.9%	8.1	15.6%	9.0	22.4%	1.2	7.2%	11.5

Source: 2019 Current Population Survey (CPS) data. Due to population size, Native American estimates utilize 4-year averages (2016-2019)

¹Urban is defined as counties with RUCC codes 1-3; rural is RUCC codes 4-9. Please see appendix for more detail.

²Latino and Black individuals may be of any race or ethnicity, respectively.

³Native American individuals includes those that identify as either American Indian or Alaska Native.

⁴Overall estimates differ slightly from the 2019 USDA Food Insecurity report.

Feeding America: Reaching Children and Families in Rural Areas

- Last fiscal year, the Feeding America network had an increase in child programs of 43.4 million pounds, up 27% from the year before
- Feeding America projects that food insecurity among individuals living in rural communities may have been 14.4% in 2020 and may be 13.3% in 2021
- 86% of U.S. counties with the highest percentage of food insecure children are rural
- Overall, people of color experience food insecurity and the underlying drivers disproportionately, compared to whites. Particularly for African Americans, these disparities can be attributed to structural and institutional racism and discrimination, which has created systemic barriers to education, employment, housing opportunities, and more.



Feeding America's Child Nutrition Covid-19 Landscape

- Since the start of Covid-19, child and family food insecurity has increased dramatically. When schools and childcare programs closed, food banks quickly stepped in to help get meals to children and their families. Especially for children and families in rural communities. Child nutrition waivers have played a critical role.
- Food banks have developed innovative practices to safely serve their community while social distancing. Feeding America has been able to capture insights in the following key areas:
 - Modified Distribution Models
 - Mobile Distribution Insights
 - Innovative ways for food packaging
 - How food banks have overcome distribution challenges
 - SFSP/CACFP: child nutrition waiver impacts
 - Pandemic EBT engagements and operations
 - Key Partnerships
 - Outreach Efforts
 - Advocacy Methods
 - More!



Promising Practices from the Feeding America Network

- **Pre-packed boxes with enough food for the entire family**
 - Second Harvest Food Bank of the Mahoning Valley (Youngstown, OH) shifted from Backpack to School Pantries with items that are student-friendly and easy to prepare
 - Harry Chapin Food Bank (Fort Myers, FL) shifted away from choice School Pantries to food kits to comply with strict safety protocols
- **Mobile distributions**
 - Southeast Missouri Food Bank (Sikeston, MO) increased their ABC mobiles when schools closed
 - Gleaners Food Bank of Indiana (Indianapolis, IN) partnered with a local school district to use their school buses to deliver meals to their community when schools shut down
- **Providing PPE for schools to order**
 - Maryland Food Bank (Baltimore, MD) offered PPE to schools alongside food that they could order for their School Pantry program
- **Doubling the impact: Groceries plus meals**
 - Redwood Empire Food Bank (Santa Rosa, CA) offered groceries alongside congregate meals
 - Many food banks offered pre-packed family-style boxes alongside school meals
 - Feeding the Gulf Coast (Theodore, AL) did produce drops at summer meal sites in rural communities over the summer; they also shared recipes, Census info, and SNAP application info
- **Maximizing flexibility**
 - Good Shepherd Food Bank (Auburn, ME) and HACAP Food Reservoir (Hiawatha, IA), among others, used different models to get the meals out: drive thru, delivery, or smaller packs for students to bring home



Looking Ahead and Further Actions

We applaud USDA's nationwide extension of several waivers that allow all kids to continue to receive nutritious meals, ensuring our food bank network, schools and community partners can continue operating.

Key waivers and initiatives for our network include:

Child Nutrition Waivers:

- Non-Congregate Feeding
- Parent meal pick-up/bulk meal pick up for multiple days
- Meal Pattern Flexibility
- Area Eligibility and more!

Pandemic EBT:

- P-EBT has played a significant role across our network. We urge Congress to continue to extend and expand Pandemic-EBT to ensure USDA has the authority needed to continue this critical program through the summer and future closings.



Feeding America's Child Nutrition Resources

Public Advocacy Site: FeedingAmericaAction.org

Key Resources:

- [The Impact of the Coronavirus on Food Insecurity in 2020 & 2021](#)
- [The Impacts of the Coronavirus on Child Food Insecurity](#)
- [Teen Hunger Research](#)
- [As Child Food Insecurity Grows Amid a Pandemic, Summer Feeding Matters More Than Ever](#)
- [4 Ways Food Banks are Feeding Kids During the New School Year](#)
- [Food Bank Fieldnotes: 3 Food Banks Describe How They Fed Kids This Summer Amid a Pandemic](#)
- [Data Visualization: Summer Feeding Matters](#)



Thank You

Contact

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School Pantries

Mobile Pantries



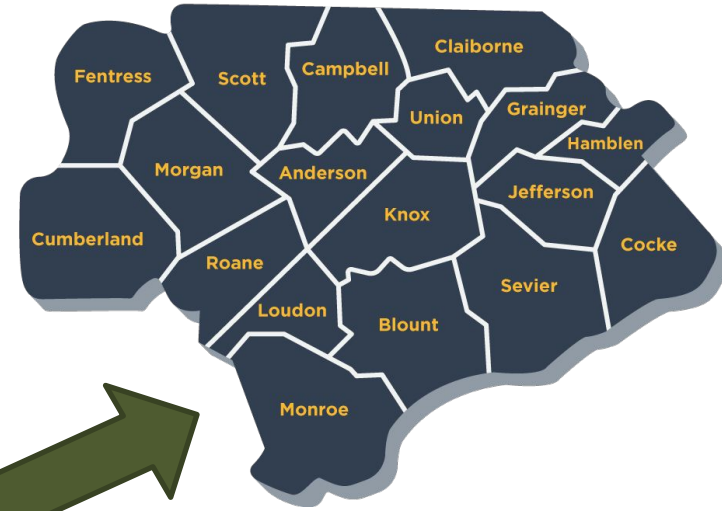
Serving

***Rural Communities
in East Tennessee***



Issues faced by the food bank in serving our rural neighbors (the short list):

- 1) Limited number of existing food pantries
- 2) Limited number of pantry partner possibilities
- 3) Overwhelming unemployment in the community
- 4) New barrier: COVID-19



18





School Pantries

Underserved Areas Targeted – (Criteria)

- (1) Rural
- (2) Higher unemployment rate
- (3) Recommendations/Requests from school personnel (school nurses, principals, superintendent of schools)
- (4) Few community food pantries
- (5) Limited resources for families
- (6) (Preferred) – one site could serve 2-3 schools

Provided to Partnering Schools:

- Refrigerators and Freezers for the secure pantry room
- Shopping carts
- Food for distribution at no cost to school or families, delivered to the school
- A partnering organization to provide volunteer manpower
- A dedicated staff person at the food bank to answer questions and assist





School Pantries

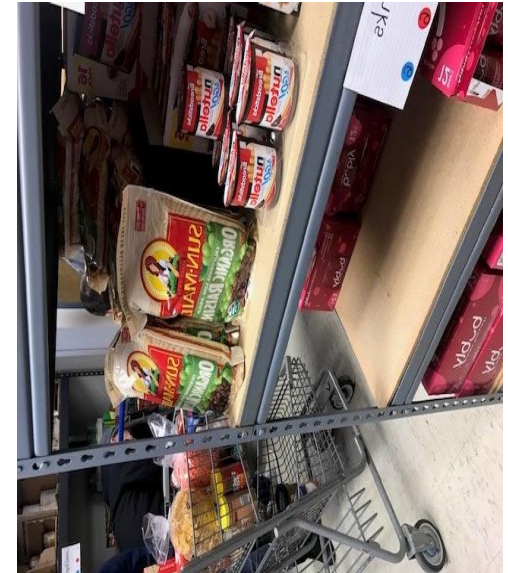


Provided to Families with Children:

- 60+ pounds of healthy food per month
- A choice shopping experience pre-COVID and a safe drive-thru method during COVID.
- Proteins, dairy, eggs, breakfast foods, produce, etc.
- Empowerment to make healthy choices for their families

Results:

- Better health for families
- Improved school attendance
- Improved test scores (documented)
- School personnel are able to serve families in multiple ways due to a more relaxed and open dialogue





Mobile Pantries

Areas Targeted:

- Rural
- Higher unemployment rate
- Few community food pantries
- Food deserts
- Marginalized communities

A “rolling food pantry” with produce, dairy, dry goods, and more, taken into an area that is underserved by other means

- *The food is usually distributed from the truck or near it.*
- *Sometimes it is taken to a gymnasium at a school or church.*
- *All the food is distributed within 2-3 hours.*



Modifications for COVID-19

- (1) MORE Mobile Pantry distributions
- (2) MORE food distributed at School Pantries (School Pantries are year-round as well)
- (3) PPE distributed to families through these distributions
- (4) Previously “client choice” from tables, now pre-packed boxes



Thank you!



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