



INNOVATIONS TO EXPAND ACCESS TO SUMMER

MEALS IN HARD TO REACH COMMUNITIES



SCHOOL'S OUT FOOD'S IN WEBINAR SERIES
THURSDAY, MARCH 28





Webinar Series Calendar

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

April 11: Core Summer Meals Strategies to Overcome Transportation Barriers

May 23: Get the Word Out! Ideas and Resources to Promote Your Program and Measure Progress

June 13: Engage Community Leaders to Strengthen Your Program



Agenda

- Summer Meals Overview
- Program Innovation Basics
- New Model Summaries
- Questions and Follow Up

On the webinar you will hear from:

Kirsten Craft, Innovation Manager
No Kid Hungry Campaign

Kathy Alexander, Food Service Director
Addison Northeast School District

Jenn Ogleby, Summer Meals Coordinator
Social Innovation Laboratory

Ronda Neidig, Project Facilitator
Prairie Family Center



Summer Meals Overview



Program Basics

The **Summer Food Service Program** (SFSP) is a federally-funded, state-administered, and locally-sponsored program of the USDA that allows children to access nutritious meals free of charge when school is out. Schools also have the option of serving summer meals through the National School Lunch Program (NSLP) **Seamless Summer Option** (SSO).

Key program details (SFSP+SSO):

- Serves children 18 and under

- Congregate meal requirement

- Eligibility criteria: school or census tract data

- Up to two meals/day (for most sites)



12%

Current need met by the
summer meals program

Summer is the hungriest time of year...



Limited or no public
transit



High cost of personal
car ownership



Most meals
consumed at home

And innovation has a role to play.



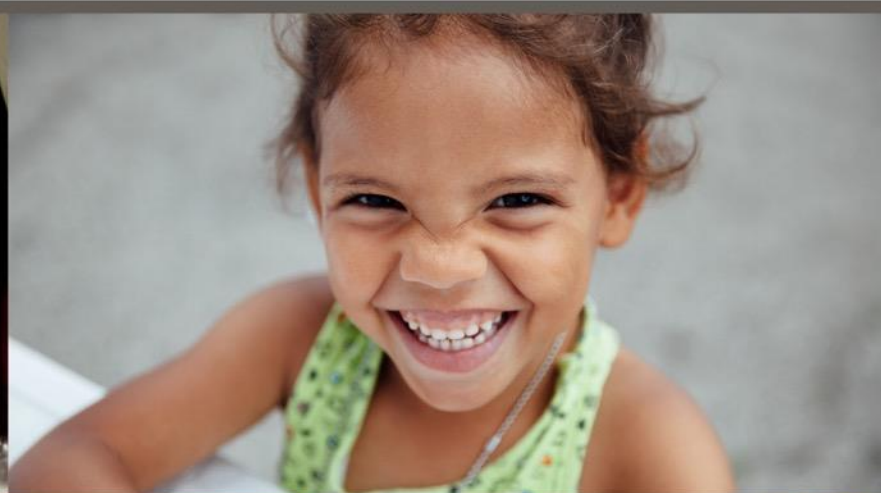
Work with community
to assess need



Start small and test
new models



Inform and collaborate
with State Agency



New Model Summaries



Our Sites

- Rural Vermont
- 4 Schools:
 - 1 High School
 - 3 Elementary
- 5 Towns
- 892 Enrolled Students
- F/R as high as 50%
- 8 Sites



Summer meals
go where the kids are!



The Pool Site

also known as the Sunshine Grill



- Open Daily
- Center of Town
- Swim Lessons
- Timing

Success at the Pool Site ...

Required that all 5 Senses be involved:

- Sight
- Smell
- Hearing
- Taste
- Touch



Success at the Pool Site ...



- Fresh Food
- Often Local Products

Success at the Pool Site ...

- Service with a smile
- Inviting Space
- Sense of Community



Success at the Pool Site ...



- Friendship
- Family
- Fun
- Smiles

Success at the Pool Site ...

Unitized meals were also an option:

- Provide another option
- Easy to put together



Challenges of the Pool Site:



- Community Buy In
- Weather
- Temperature Control
- Staffing
- Equipment Set Up and Storage

Perseverance!



34 Days

+

8402 Summer Meals

+

13 Bottles of Sun Screen

+

Endless Smiles on the Faces of Kids =



PRICELESS!

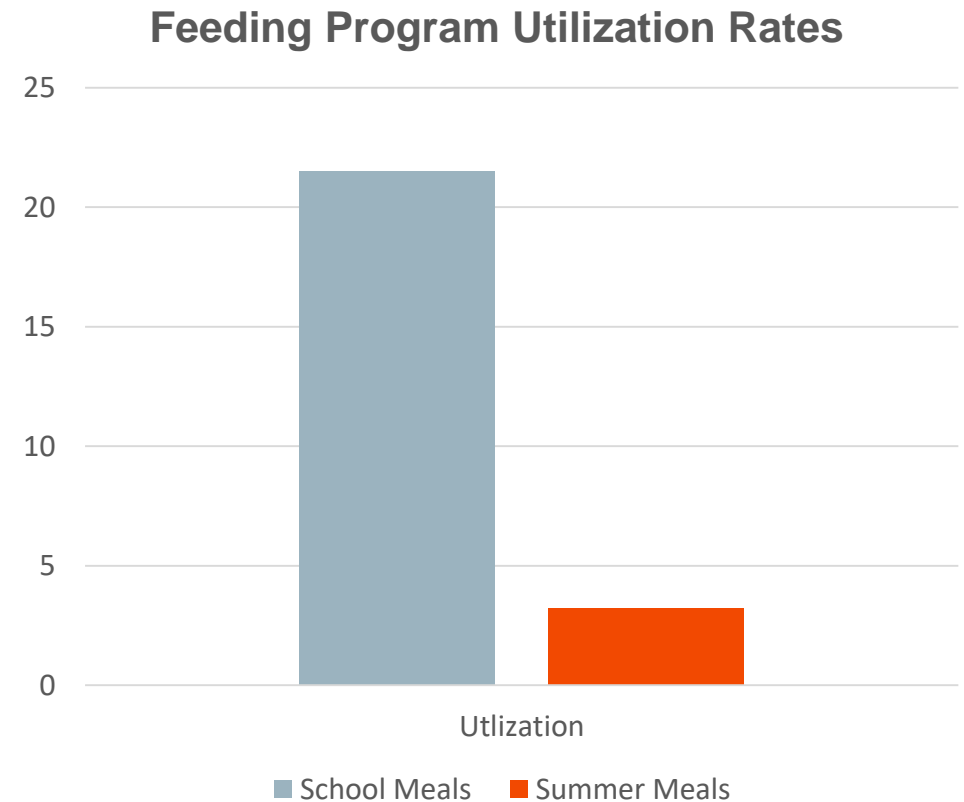


WHERE KIDS ALWAYS EAT FREE!

The Summer Meals Program is underutilized

- Nearly 21.5 million kids in the U.S. are eligible for free or reduced-priced meals,
- 3.2 million children nationwide received a meal
- Kansas Utilization Rates between 7-9 %

According to a 2016 report from the Food Research Action Center



Why create That Pop Up Restaurant?



Variety



Stigma



Quality & Quantity

That POP UP restaurant

**304s Cottonwood street
Strong City, Kansas**

KIDS 18 & UNDER EAT FREE*

* ONLY DESIGNATED MENU ITEMS ARE AVAILABLE FOR FREE MEALS | * FREE MEALS MUST BE EATEN ON SITE
* ONE FREE MEAL PER CHILD PER DAY | * MEALS AVAILABLE TO CHILDREN BETWEEN THE AGES OF 1 AND 18

This institution is an equal opportunity provider.

That Pop Up Restaurant

What if we took the approach of a restaurant where kids eat free?

- Delicious
- High quality / Nutritious food
- High Food quantity
- Variety & Options
- Everyone is welcome
- Adults pay for meals





THAT POP-UP RESTAURANT
WHERE KIDS ALWAYS EAT FREE!

step 1. choose your base step 2. choose your protein

BURRITO	SALAD	RICE BOWL	SHREDDED CHICKEN	GROUND BEEF	VEGGIE
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step 3. choose your toppings

ALL MEALS COME STANDARD WITH "THE WORKS"			OR ADD EXTRAS (AT NO ADDITIONAL CHARGE)		
LETTUCE	CHEESE	TOMATO	SOUR CREAM	BLACK OLIVES	JALAPENO
GREEN PEPPER	RED ONION		RICE	CORN/BEANS	

THEN CHOOSE YOUR DRESSING

RANCH	FRENCH	BBQ RANCH	BUFFALO RANCH	LOW-CAL ITALIAN	SALSA
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adult smoothies \$2 kids smoothies & beverages are free

STRAWBERRY	TROPICAL	FLAVOR OF THE DAY	MILK	WATER	ICED TEA
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find us at www.thatpopuprestaurant.com or like & follow us on Facebook @ that pop-up restaurant.
this institution is an equal opportunity provider.

Why is it innovative? What made it work?

Partnerships

- Community Leaders
 - Business Owners
 - Foodbank
 - Schools
 - Government
- Kansas Appleseed
- Kansas Department of Education

Innovation

- Branding
 - Restaurant
 - [Website](#)
 - Facebook and other Social Media
- Open Menu ordering
- Serve all community members
 - Program Income
- Emphasis on quality
- Options for compliance & open to disallowed meals

Amazing Results

The Pop Up Restaurant exceeded expectations

- Utilization – **190+** youth meals
 - Kansas Average **7%**
 - This program **25%**
- No Stigma
- **214** adults meals at sold at **\$5**
- **500** calories per meal
- Nutritious
 - 1 cup of frozen fruit
 - 1 cup of chopped vegetables



Lessons Learned



- Start Small – 2 nights a week
- Food Service Experience is good
- Lots of prep time
- Outdoor Sites are Tricky
- Need Reliable volunteers

Prairie Family Center



Ronda Neidig, Project Facilitator

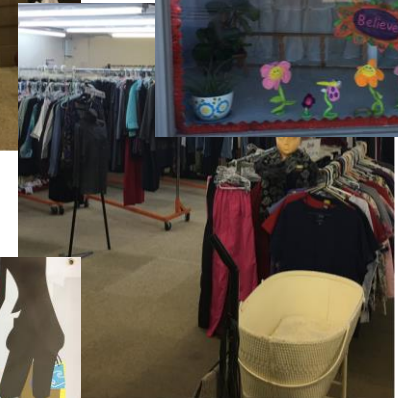
Home As Sites

Burlington, Colorado

Burlington, Colorado



- Burlington Colorado's population is approximately 4254.
- In 1996, Prairie Family Center was established as a non-profit organization.
- We are a proud member of Family Resource Center Association (FRCA) since 1998



Family Resource
Center Association

Summer Meals



- Burlington is an agricultural community.
- Mostly single parent, or one income earners.
- Summer becomes a difficult time for these families.
- Free breakfast and lunch through USDA/SFSP (**S**ummer **F**ood **S**ervice **P**rogram) in conjunction with the school district's summer school program



Homes as Sites: Year 1



- Pre-prepared hot meals
- Pre-prepared frozen meals
- Meals prepared on site using recipes and ingredients provided by Prairie Family Center
- Meals prepared by the sites using recipes, grocery lists, and a grocery gift card



Homes as Sites: Year 1



- Delivered a week of breakfast for each site to serve according to their menu.
- Delivered several lunches for that week at a time to be warmed up on site.
- We included meals prepared by the sites using recipes, grocery lists, and a grocery gift card.



A Year of Many Changes: Year 2



- Incorporated a considerable amount of additional training.
- Established a working relationship with Summer Food Service Program.
- Redesigned delivery schedule to reduce number of drivers and hours needed for daily delivery.



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Looking Forward



- Decreasing the number of sites serviced through our No Kid Hungry grant.
- Increasing the number of sites subsidized through USDA.
- Reintroduce rural home sites.
- Achieving a site model that is efficiently sustainable.



Family Resource
Center Association



Questions and Follow Up





Questions?

Enter your in the question box
(not comments) so they come
directly to us

Still have questions?

Write us at bestpractices@strength.org

Join us for next month's webinar!

Core Summer Meals Strategies to Overcome Transportation Barriers

Thursday, April 11 @ 2pm Eastern



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