

Innovations to Increase CACFP Afterschool Meals Participation

Tuesday, April 5, 2016
2:00 PM ET



center for BEST
PRACTICES

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Agenda

- Housekeeping and Introductions
- Afterschool Meals Program Overview
- Umbrella Model Introduction and Pilot Test
 - Implementation: Stories from Schools
- Supper in the Classroom Introduction and Pilot Test
 - Implementation: Stories from Schools
- Q&A

Share Our Strength's work on Afterschool Meals Program innovations was made possible through the generous support of Tyson Foods, Inc.



Tyson Foods, Inc.

Introductions

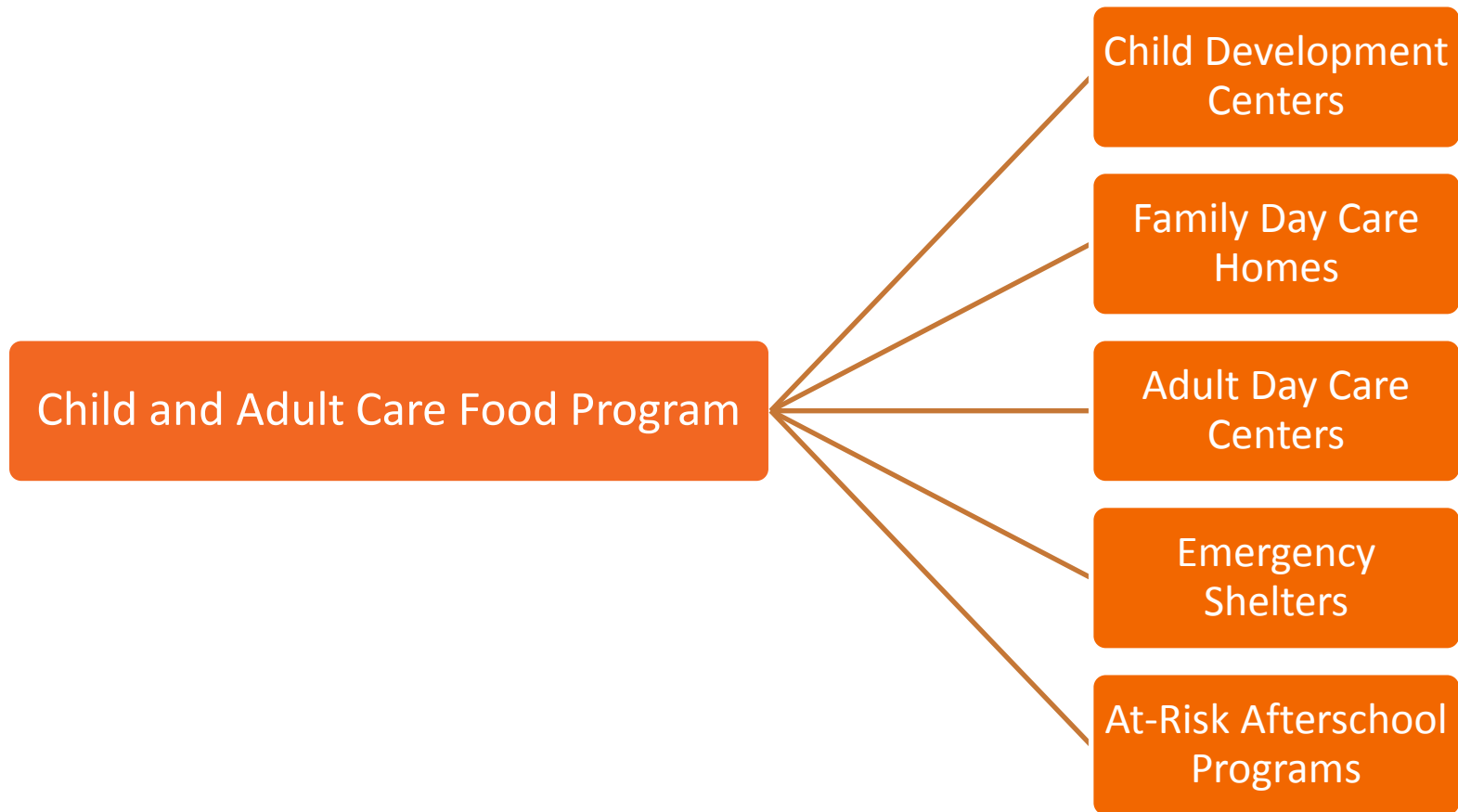
Carolyn Wait
Program Manager,
No Kid Hungry Center for Best Practices



Jill Panichelli
Senior Program Manager
Program Innovation



What Is the Afterschool Meals Program?



From Congress to Kids



Congress

U.S. Dept. of Agriculture

CACFP

NSLP

Afterschool
Meals

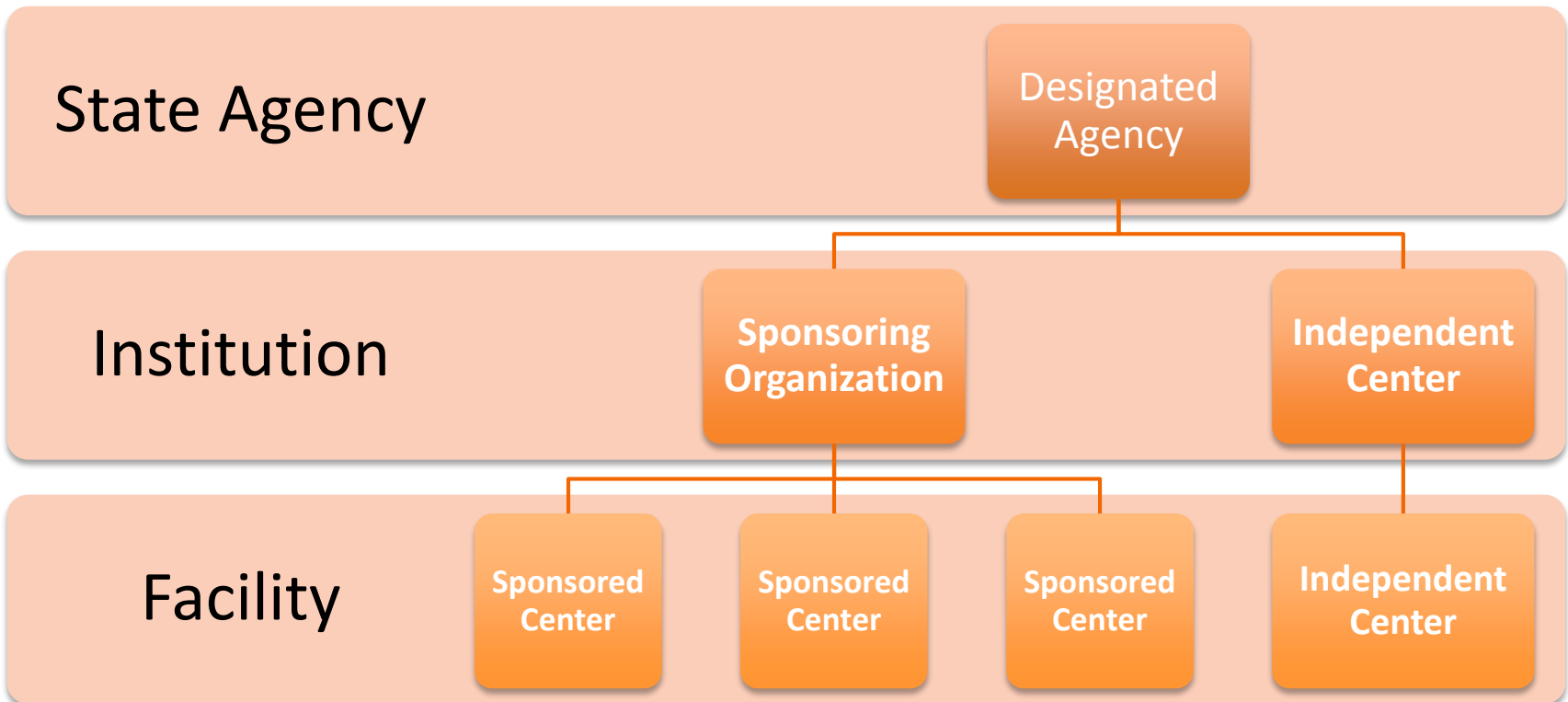
Afterschool
Snacks

Afterschool
Snacks

From Congress to Kids



From Congress to Kids



Center = Child Development Center, Outside-School-Hours Care Center, Afterschool Program, Emergency Shelter, or Adult Day Care Center

Afterschool Meals Program Facilities

- Located within attendance boundary of public school with $\geq 50\%$ eligible for free or reduced-price lunch
 - Private & charter schools may use their own data
- Structured and supervised environment
- Regular educational or enrichment programming
- Meet applicable licensing or health and safety standards

Kids Served by Afterschool Meals Programs

- Open to all 18 years and under (*at start of school year*)
- No enrollment or eligibility documentation required
- Meals are free of charge
 - Up to one meal and one snack per child per day



For More Information...



<http://www.fns.usda.gov/sites/default/files/atriskhandbook.pdf>

Areas for Innovation

- **When** meals are served
 - Must be after the final school bell
 - Must occur during regular hours of operation
 - No Federal requirements regarding meal time, order, or spacing
- **Where** meals are served
 - No requirement to be in cafeteria
 - Groups may eat separately
- **Who** receives meals
 - Athletes may eat through a broader program
 - No requirement to participate in activities

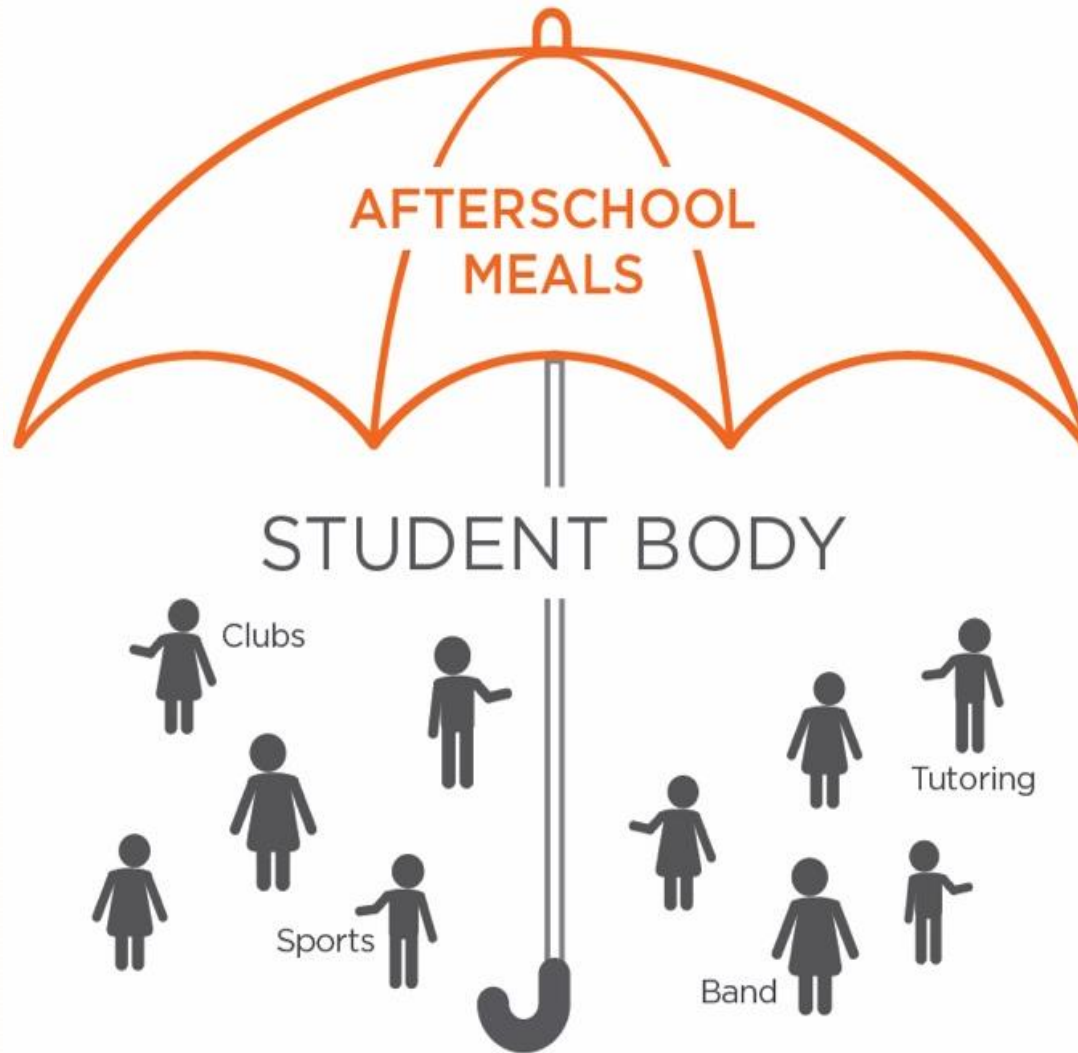


Increasing Afterschool Meals Participation: Innovation Results



MODEL A: THE UMBRELLA MODEL

UMBRELLA MODEL





16 schools

5 new to CACFP

11 existing CACFP

Requirements



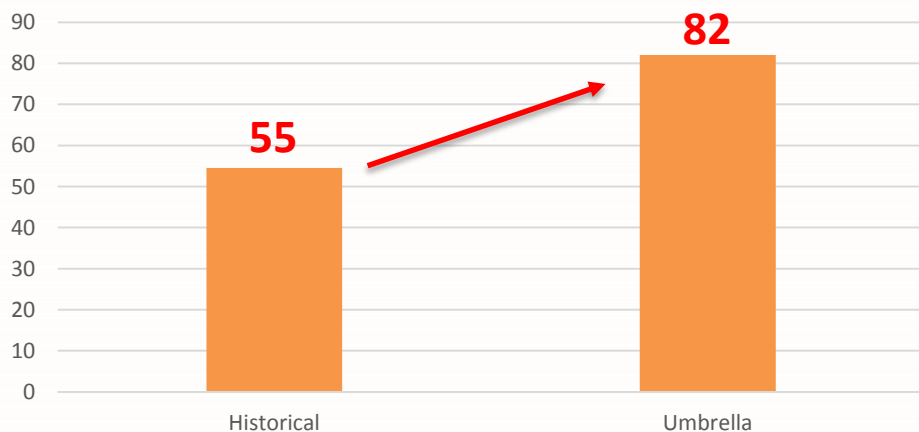
Open enrichment activity



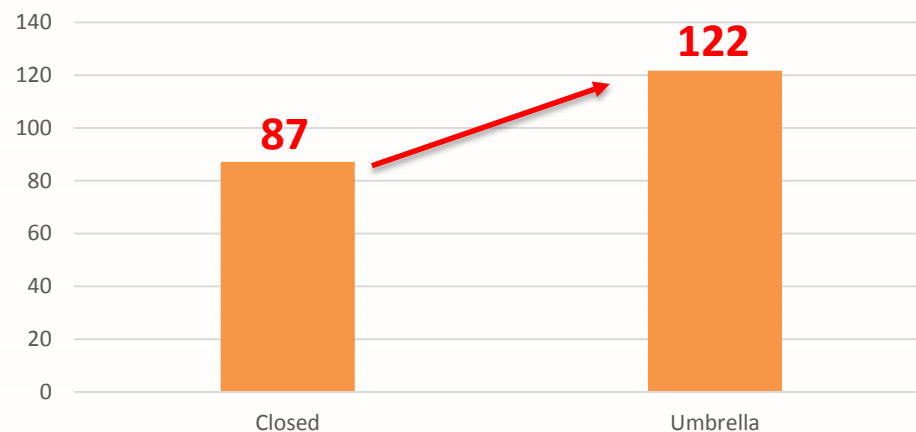
Advertise the meal in 2 or more ways

Umbrella model increased participation in afterschool meals by ~50% (approx. 30 kids)!

Number of Students Eating Afterschool Meals
(versus historical data)



Number of Students Eating Afterschool Meals
(versus closed model)



An additional 35 kids per day results in \$115 per day in additional reimbursements and commodities. For a M-Th program, this means an additional \$16,000 per year.

Best Practice #1: Find an administrative champion.



- Address staff concerns (e.g., supervision and discipline)
- Ensure coordination of effort amongst all appropriate staff members
- Ensure the message is delivered in a way that reaches the most kids

Best Practice #2: Use PA announcements and staff promotions to spread the word.

When students were asked how they heard about the meal (n=1,680):



61% said PA announcements



53% said a friend



51% said a teacher/coach/other staff member

Best Practice #3: Offer service alternatives.

When asked why they did not try the meal, 44% said they had other things to do after school (like a job, sports practice, or watching siblings) and 17% said they wouldn't have a way home if they stayed.



More than one serving line



More than one point of service

Direct delivery to large activities

Transportation or bell schedule adjustments



Best Practice #4: Consider variety, choice, and quality.

Of those who tried it, 30% said because the food looked good!

Of those who didn't try it, 36% said they would rather eat the food they have at home.

IDEAS TO TRY

- Start with a 2-week rotation and move to 4-week rotation.
- Offer choice of 2 fruits.
- Offer choice of 2 main entrees (salad or sandwich).
- Offer choice of toppings (e.g., build a sandwich).

Welcome, pilot partner!



Betty Crocker, MPH, RD
Nutrition Specialist, Child Nutrition
Services
Alvord USD, California

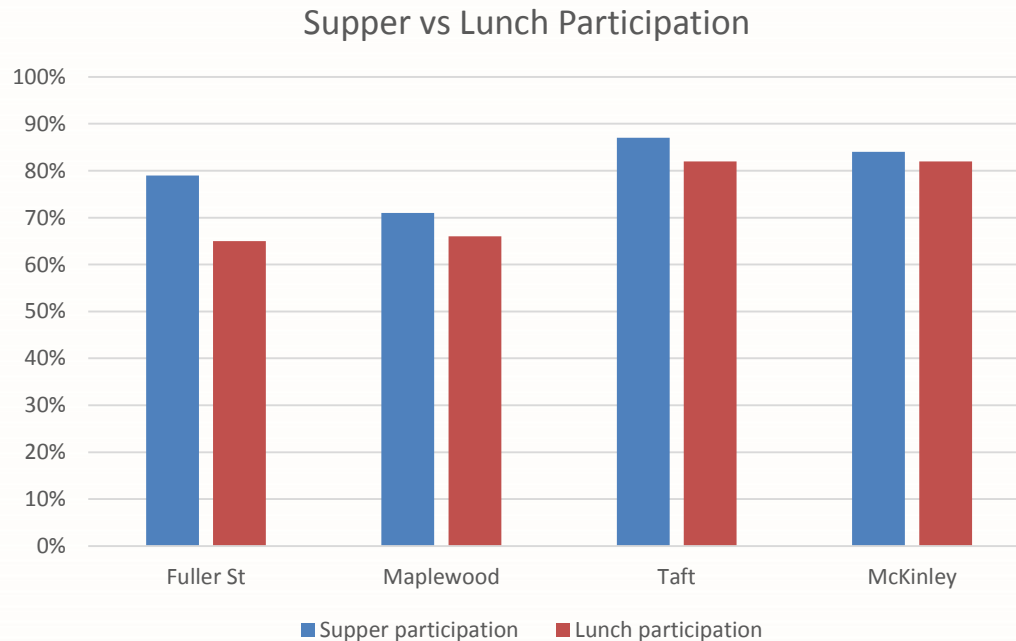
MODEL B: SUPPER IN THE CLASSROOM

SUPPER IN THE CLASSROOM



- 4 pilot schools
- 9 schools that have already been implementing (some for over a decade!)

Supper in the classroom can lead to more supper eaters than lunch eaters!



On average, 80% of all students and 107% of FARMS participated in supper.

Afterschool meal participation was 110% of lunch participation.

Best Practice #1: Identify extended day schools and schools over required instruction time.



- Extended day schools can offer the meal as part of the school day.
- Schools over required instruction time can move the bell up (~15-30 mins) to avoid major changes to teacher and transportation schedules.

“Nearly 70 percent of expanded-time schools serve populations where at least 75 percent of students qualify for free or reduced-price lunch.” – *Learning Time in America: Trends to Reform the American School Calendar*

Best Practice #2: Be committed to make it work no matter what pushback you get.

“No matter what they threw at us, we’d find a way to make it work. It required a lot of persistence on our end. ‘Ok, we can do that! We can get you sanitizing wipes! We can pick up the trash every day as soon as it’s done!’ Every obstacle that they threw out to us, we had to come up with a solution.”
– Rhonda Hoffine, Food Service Director, North Bend, OR



Superintendent support is ideal for creating a committed team.

Best Practice #3: Use a combination of data and personal stories to demonstrate need.



MI Staff Survey

- FARMS rate of 60-70% at both schools
- When asked how many students rely on school meals for some of their daily nutrition, 31% said “80% or more” and 69% said “50% or more”



OH Staff Survey

- FARMS rate of >90% at both schools
- When asked how many students rely on school meals for some of their daily nutrition, only 38% said “80% or more”. A third (32%) said either “30% or more” or “29% or less”!

Best Practice #3: Use a combination of data and personal stories to demonstrate need.

“I really think you have to have sound reasoning as to why you might offer this. It can be seen as excessive, especially when you feed them breakfast and lunch.” – Superintendent Kent Klewitz, Jefferson Co, OR

“For the teachers, it was ‘you gotta be kidding me.’ It was the stories. How these kids a lot of times don’t get dinner, they nibble on a box of cereal. That’s what won the teachers over – these kids aren’t eating when they go home.” – Rhonda Hoffine, Food Service Director, North Bend, OR

Best Practice #4: Consider strategies to minimize concerns about waste and obesity/overeating.

Communicate that the meal is NOT intended to be a replacement for dinner – more of a “super snack”



Compare the meal to typical snack foods eaten afterschool (usually much less nutritious)



Use Offer vs Serve and share tables



Welcome, pilot partner!



June Lesatz
Food Service Director
Maple Valley Schools, Michigan

Which model will YOU choose to increase participation in afterschool meals?

Model	Audience	Effort Level	Expected Participation	Keys to Success
Umbrella	Middle/High	Low	18% of FARMS; 14% of student body	<ul style="list-style-type: none"> • Administrator support • PA announcements, staff promotions
Supper in the Classroom	Elementary	High	107% of FARMS; 80% of student body	<ul style="list-style-type: none"> • Extra school minutes • Superintendent support • Persistence • Strategies to convince staff of need • Strategies to minimize waste/overeating concerns

Thank you!

www.nokidhungry.org/innovation



Questions?



Thank You!