

# Start the School Year Right

## With Innovative Approaches to Afterschool Meals

August 9, 2016  
2:00 PM ET



*center for* BEST  
PRACTICES

[BESTPRACTICES.NOKIDHUNGRY.ORG](http://BESTPRACTICES.NOKIDHUNGRY.ORG)



# Housekeeping

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- Listen-only mode
- Submit questions in the “Questions” section of the GoToWebinar menu
  - Questions will be addressed at the end
- Recording and resources available afterward

# Introductions

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



# Introductions

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**Spencer Armstrong**  
Director of K-12 Sales  
Tyson Foods, Inc.



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



**Tyson Foods, Inc.**

# Agenda

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- Need, Growth, and Gaps
- Afterschool Meals Program Overview
- Innovative Approaches and Best Practices
- Stories from Successful Schools
- Q&A

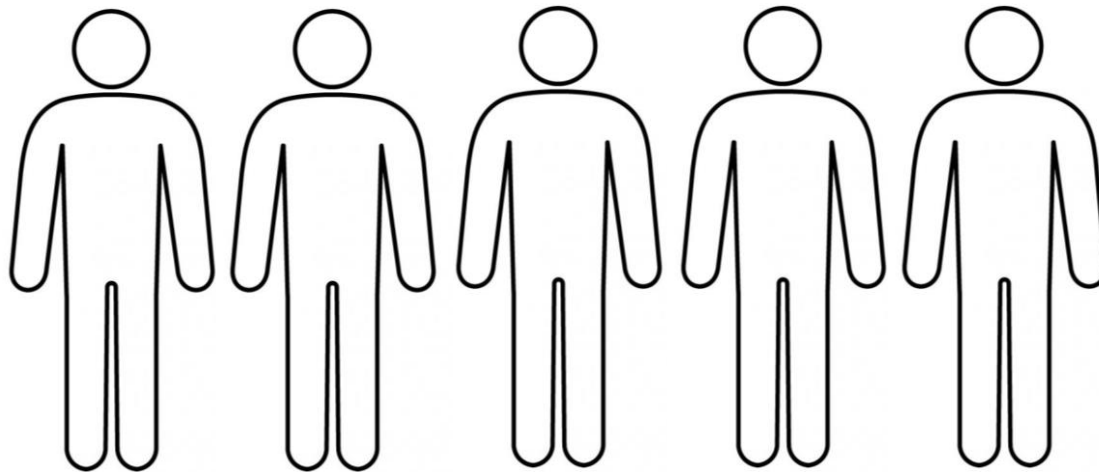




# Need, Growth, and Gaps



**1 in 5**  
children in the U.S. faces hunger





# The Need After School

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Based on a 2013 survey of low-income parents conducted by APCO Insights.  
<https://bestpractices.nokidhungry.org/afterschool/afterschool-meals-survey-findings>

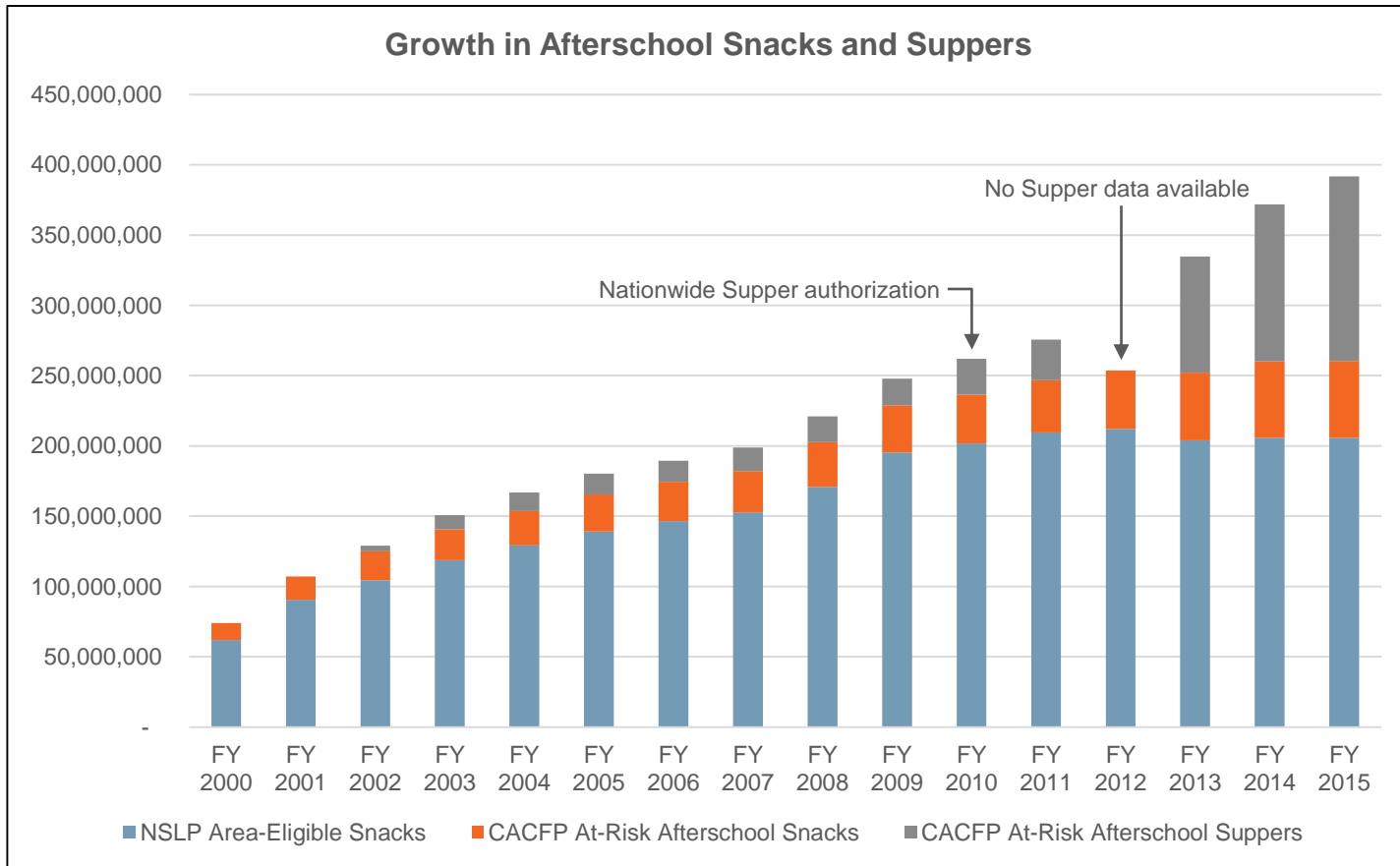
# The Need After School

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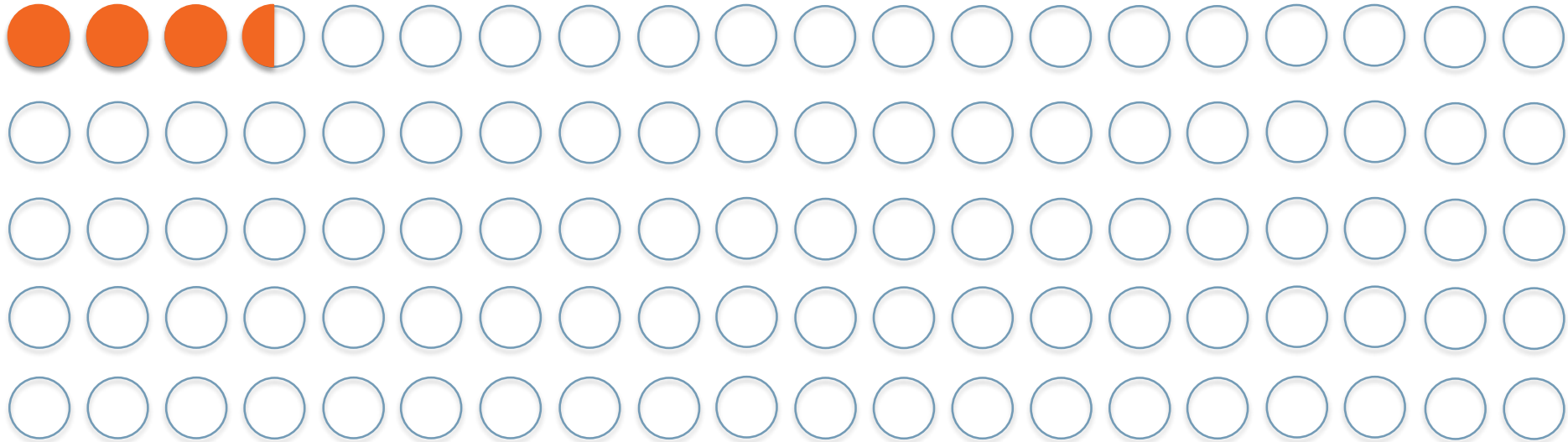


Based on a 2013 survey of low-income parents conducted by APCO Insights.  
<https://bestpractices.nokidhungry.org/afterschool/afterschool-meals-survey-findings>

# Afterschool Data Trends



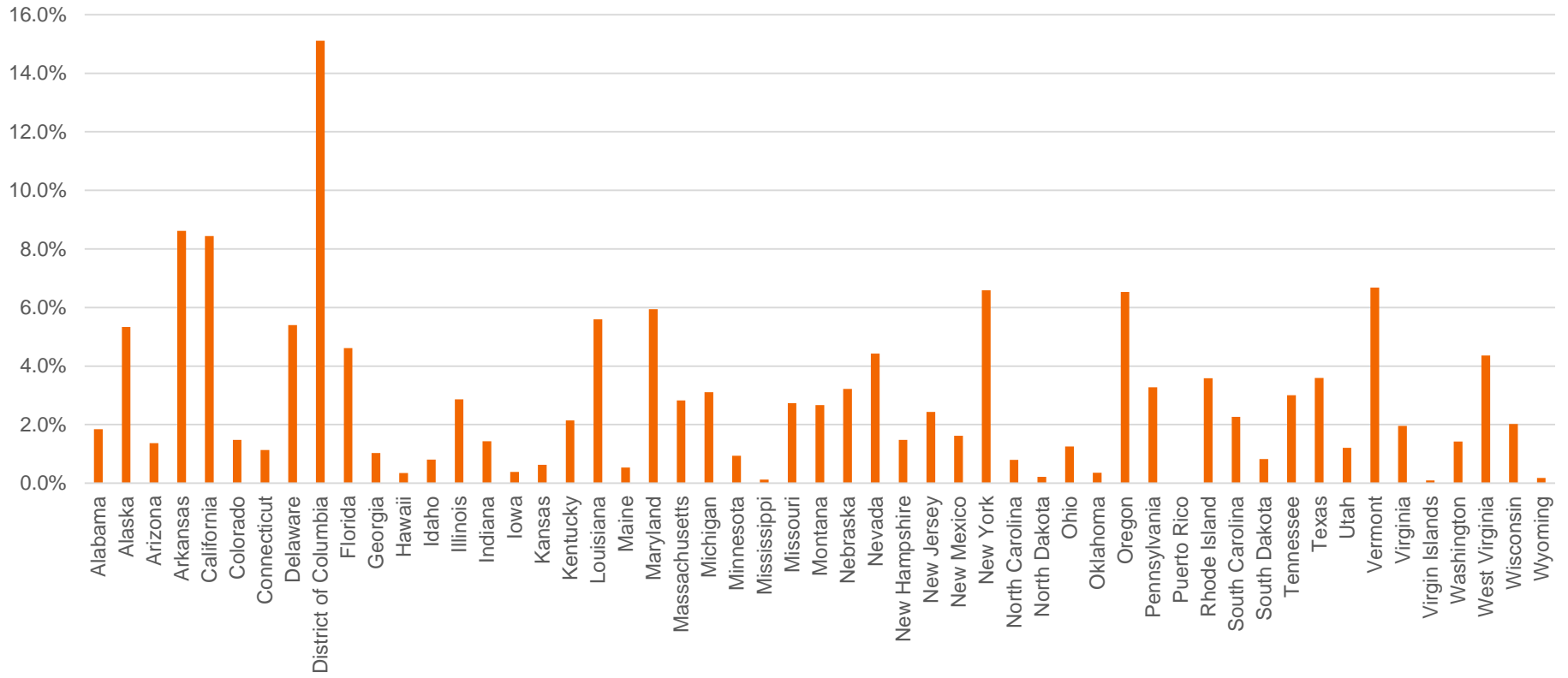
For every 100 school lunches served to kids in need...



There are just 3.5 afterschool meals served.

# Afterschool Data Trends

**FY 2015 CACFP At-Risk Suppers Over NSLP Free or Reduced-Price Lunches**





## Afterschool Meals Program Overview





# USDA Child Nutrition Programs

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US Congress

USDA Food & Nutrition Service

State Agency

CACFP

NSLP

Afterschool Meals

Afterschool  
Snacks

Afterschool  
Snacks

# USDA Child Nutrition Programs

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US Congress

USDA Food & Nutrition Service

State Agency

State Agency

CACFP

NSLP

Afterschool Meals

Afterschool  
Snacks

Afterschool  
Snacks

# CACFP Afterschool Meals Program Eligibility

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Located in attendance zone of school where  $\geq 50\%$  are eligible for free or reduced-price meals

Meets applicable licensing or health and safety standards – waived for schools

Provides regularly scheduled educational or enrichment activities in a supervised setting

# Educational & Enrichment Programming





# Eligible Kids



# Afterschool Meals Program Record Keeping

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- Attendance
  - Roster
  - Sign-in sheet
  - Electronic system
- Record the number of:
  - Meals or snacks prepared or delivered
  - Meals or snacks served to eligible children
  - Meals or snacks served to food service workers
- Menus for each meal or snack



## 2016-2017 Reimbursement Rates

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Meal	Reimbursement
Lunch/Supper	\$3.16
Cash-in-Lieu of Commodities	\$0.23
Snack	\$0.86
Breakfast	\$1.71

# Areas for Innovation

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- **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



## Innovative Approaches and Best Practices



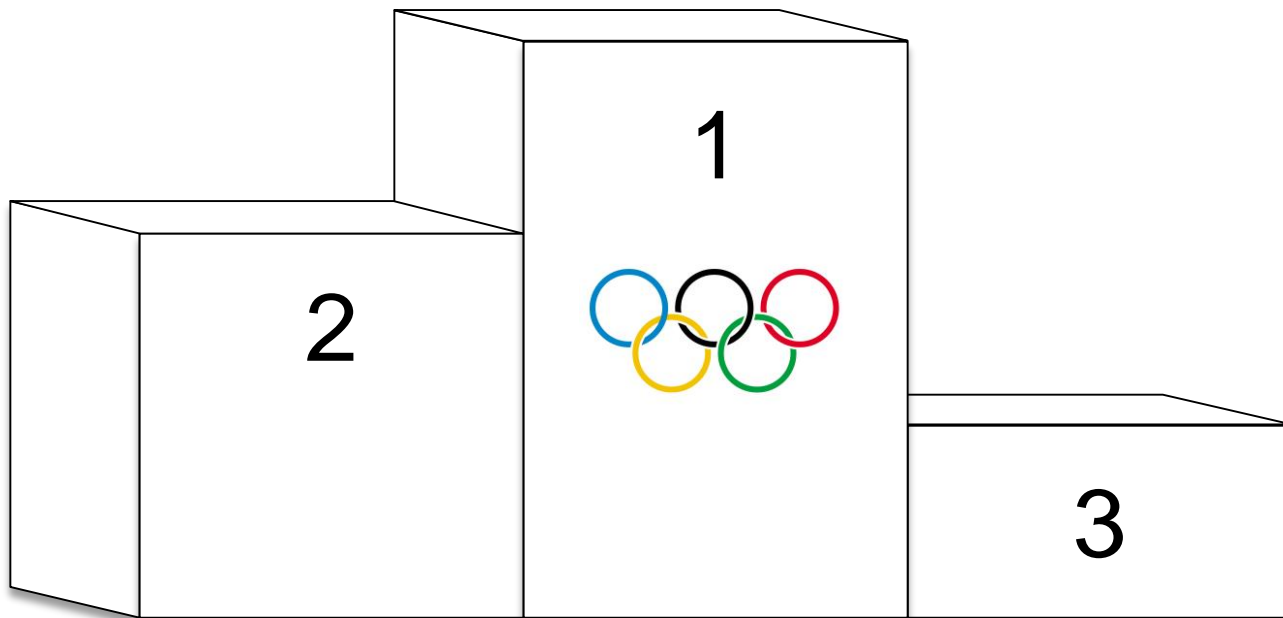
# Introductions

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**Jill Panichelli**  
Senior Program Manager  
Program Innovation



# What does an Olympic-level afterschool meals program look like?



# Take your afterschool meals program from good to great...



Encourage all activity students to eat

Coaches and activity leaders promote the program



Allow all students to eat, regardless of participation in activities

Advertise meal effectively

Serve meal at the bell

School administrators support the program



Offer service alternatives

Allow meal to be transported to activities

Consider transportation

Improve variety, choice, and/or quality of food



# Take your program from good to great...

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## Bronze Medal Tactics

- Encourage all activity students to eat
- Coaches and activity leaders are strong promoters of the program

# Take your program from good to great...

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## Silver Medal Tactics

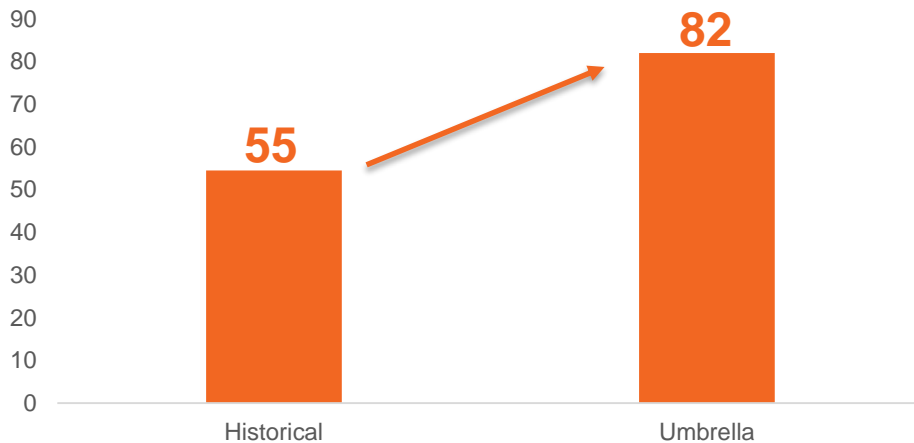
- Allow all students to eat, regardless of participation in activities
- Advertise effectively
  - PA announcements
  - Teachers, coaches, and staff
- Serve meal right at the final bell
- District and school administrators are strong supporters

# SILVER MEDAL

## Success Factor: Open the Meal to All

In pilot tests, opening the meal to all students increased participation by ~50%!

Number of Students Eating Afterschool Meals  
(versus historical data)



Number of Students Eating Afterschool Meals  
(versus closed model)



Additional 35 kids per day = \$118 per day in additional reimbursements and commodities.  
For a M-Th program, that's an additional \$17,000 per year.

# SILVER MEDAL

## Success Factor: Administrative Champion

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

# SILVER MEDAL

## Success Factor: Promoting the Program

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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, or other staff member

# SILVER MEDAL

## Success Factor: Serve Meal Right After the Bell

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# Take your program from good to great...

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## Gold Medal Tactics

- Offer service alternatives
- Allow meal to be taken to activities on campus
- Consider transportation
- Improve variety, choice, and/or quality of food



# GOLD MEDAL

## Success Factor: 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).



More than one serving line

Non-traditional point of service



Direct delivery to large activities

# GOLD MEDAL

## Success Factor: Allow Meal to be Transported



# GOLD MEDAL

## Success Factor: Consider Transportation

When asked why they did not try the meal, 17% said they wouldn't have a way home if they stayed.



- Adjust bus schedules
- Optimize logistics of loading kids on buses
- Add later “activity” buses
- Adjust final bell time

# GOLD MEDAL

## Benefits of Service Alternatives

Service Change	Benefit to Activity Students	Benefit to Non-Activity Students
Multiple serving lines	Speeds up acquisition, students can get to activities faster	Speeds up acquisition, students can go home faster
Non-traditional (central) point of service	More convenient place to access meal before going to activity	More convenient place to access meal before going home
Transportation or bell schedule adjustments	Students have sufficient eating time before activities	Students have sufficient eating time before leaving
Transportable meal	Can easily take meal directly to their activity	N/A – students must still eat on campus
Direct delivery to large activities	Speeds up acquisition	Speeds up acquisition since lines will be shorter

## GOLD MEDAL

### Success Factor: Improve Variety, Choice, & Quality

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

Of those who didn't try the meal, 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).

# Stories from the Field

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**Katie Thompson**  
Deputy Director  
Quad Cities Area Children's Food Program





# Stories from the Field

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## **Sharon Glosson**

Executive Director of School Nutrition Services  
North East I.S.D.



# Center for Best Practices Afterschool Resources

<https://bestpractices.nokidhungry.org/afterschool-snacks-meals>  
<https://bestpractices.nokidhungry.org/events>

The screenshot shows the website's header with the NOKID HUNGRY logo and 'center for BEST PRACTICES'. The navigation menu includes 'SCHOOL BREAKFAST', 'SUMMER MEALS', 'AFTERSCHOOL', 'EARLY CHILDHOOD', 'SNAP', 'FOOD SKILLS EDUCATION', and 'SPONSOR CENTER'. A search bar and a 'Subscribe' button are also visible. The main content area is titled 'Afterschool Snacks & Meals' and features a list of resources on the left, a central image of a child writing, and a 'Resources' section on the right. The 'Resources' section includes 'Reports/Case Studies' and 'Guides/Toolkits'.

**AFTERSCHOOL MEALS HOME**

- AFTERSCHOOL MEALS OUTREACH TOOLKIT
- NO KID HUNGRY SCHOOL CALCULATOR
- INNOVATIONS IN AFTERSCHOOL MEALS
- AFTERSCHOOL MEALS SURVEY FINDINGS
- AFTERSCHOOL MEALS PROGRAM POLICY
- ABOUT CACFP AFTERSCHOOL MEALS
- AFTERSCHOOL MEAL PROGRAM ASSESSMENT TOOL

**Resources**

**Reports/Case Studies**

- Afterschool Snacks & Meals History and Trends
- Serving Maryland's Children: The Afterschool Meal Program
- The Importance of Afterschool and Summer Learning Programs in African-American and Latino Communities [View More](#)

**Guides/Toolkits**

- Afterschool Meals-SFSP Comparison
- Streamlining and Cross-Promoting CACFP and SFSP
- Afterschool Meals Promotion - Sample Text for Umbrella Model [View More](#)

# No Kid Hungry Innovation Resources

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[www.nokidhungry.org/innovation](http://www.nokidhungry.org/innovation)



**Help Your Students  
Get the Food  
They Need**

# Thank you!

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