



Summer Food Service Program



Bulletin

Child Nutrition Programs
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To: SFSP Sponsors
Program Reviewers

Date: July 8, 2015

Bulletin: 2015-09

From: Alicia Stephens
SFSP Program Specialist

Subject: USDA Policy Memos and Information

USDA Policy Memos, Information & Implementation Memos:

To view previous USDA policy memos, visit:
<http://www.fns.usda.gov/sfsp/policy>

Additional Topics:

- Keeping up the Momentum in Summer Meals!
- New! Summer Meal Yard Signs
- Summer Champions: Elected Officials
- Partnership of the Month: WIC
- New! SFSP Mid-Summer Capacity Builder
- USDA Summer Meal Newsletters
- Upcoming Webinars

Program changes as a result of USDA Policy Memos are to be implemented immediately. Please file this bulletin for reference, guidance and compliance with the Summer Food Service Program. Feel free to call the Child Nutrition Programs office if you need further clarification.

Additional Topics

- **Keeping up the Momentum in Summer Meals!**

Did you know? Historically, site participation drops after the July 4th weekend every summer.

Help “spike” participation by reminding the community of the healthy free meals available to children and teens up to 18 by hosting a Spike Event in July!

What is a Spike Event? A Spike Event is a local event or activity to help raise awareness of summer meals and capture attention in the local community. These events help maintain the visibility of the summer meals programs. The size and scope of your event is up to your organization and its capacity. It is a good idea to combine efforts with your city, state, and local nonprofit agencies to raise awareness, provide information, encourage program participation, and really make a splash! Whatever you choose for your event, be sure to make the activities fun, fresh, and entertaining. Here are several examples:

- Health Fair – Have medical professionals available to give families advice and tips on staying healthy in the summer time.

- Stretching Exercises – Get families active with easy exercises to get their blood pumping and their stomachs ready for summer meals!
- Watermelon Eating Contest – Show that kids can have fun with healthy foods!
- Music and Dancing – Get your local radio stations involved by providing music for your event and advertising for your summer meal program.

For more information on hosting events, visit: <http://www.fns.usda.gov/sites/default/files/sfsp/SMT-Events.pdf>

- **NEW! Summer Meal Yard Signs**

Check out the FNS Raise Awareness webpage to find free Summer Meal yard sign templates you can use to draw more kids to your sites! <http://www.fns.usda.gov/sfsp/raise-awareness>

- **Summer Champions: Elected Officials**

Summer is the best time to turn elected officials into “Summer Meal Champions!” Sponsors can build Champions by inviting elected officials and other local leaders to join the kids for lunch.

- Before the Visit: Schedules tend to fill up quickly, so contact your Senator, Representative, or Governor’s office early! When reaching out, also make sure to include an overview of the Program - some elected officials may be new to Summer Meals.
- During the Visit: Invite the official to make a statement to build support of the Program, and make sure to take lots of pictures! A site visit is a great “Photo Op” for all parties involved - just make sure the kids sign a media release form ahead of time!
- After the Visit: Ask the elected official to share their experience in the news and on their websites. Sponsors, site supervisors, kids, and teens can share their experience, too!

For more ideas, check out this webinar from Share Our Strength!

<http://bestpractices.nokidhungry.org/sites/default/files/resources/Engaging%20elected%20officials%20CBP%20Webinar.pdf>

- **Partnership of the Month: WIC**

Like Summer Meals, the Women, Infants and Children (WIC) Program aims to safeguard the health and wellbeing of our nation’s children. Nearly half of all children born in the U.S. benefit from WIC, making WIC clinics excellent places for Summer Meal outreach and promotion.

There are many ways for WIC clinics to partner with Summer Meal sponsors, including:

- Writing “prescriptions” to refer kids to nearby sites.
- Hosting a site at the clinic or at a nearby park.
- Posting flyers in the clinic waiting room
- Providing nutrition education lessons or other activities.

For more ideas, check out the Partnering with WIC Toolkit Page:

<http://www.fns.usda.gov/sites/default/files/sfsp/SMT-WIC.pdf>

- **NEW! SFSP Mid-Summer Capacity Builder**

Sponsors know that the middle of the summer can be a challenging time for the Summer Meals Program. Summer schools across the country close their doors in July, meaning the closure of thousands of sites located at these schools.

FNS has a new mapping tool available for sponsors working to close the summer meal gap. The SFSP Mid-Summer Capacity Builder allows sponsors and their partners to overlay closing sites with census-eligible areas to find gaps in service in July. Once the eligible area is determined, sponsors can identify where new sites are needed and find partners to open potential new sites. Sponsors can then reach out

to the respective “point person” at the new site (e.g. inviting the head of the State library association to open new library sites.)

When reaching out to a new site, sponsors should emphasize the need to keep eligible children fed throughout the summer, and the important role the organization can play in filling the gap left by the closure of summer schools.

To access the Mid-Summer Capacity Builder, please visit: <http://arcq.is/1dbw7qW>

- **Summer Meal Newsletters**

Every month, FNS makes available to State agencies administering Summer Meals programs, including the Summer Food Service Program (SFSP) and the Seamless Summer Option (SSO) of the National School Lunch Program (NSLP), a newsletter highlighting new national resources available to assist with Program administration and best practices State agencies can take that month to support the Program expansion.

To find the July and previous months’ newsletters, visit: <http://www.fns.usda.gov/sfsp/summer-meal-newsletters>

- **Upcoming Webinars**

- **USDA Transitioning to Afterschool Meals: Wednesday, August 5th from 10:00-11:00AM**
With summer in full swing, fall may seem like a long way away - but it’s never too early to start planning for the transition to At-Risk Afterschool Meals! Mark your calendars for the upcoming webinar “Transitioning to After School Meals.”

To register, please visit: www.fns.usda.gov/sfsp/2015-summer-meals-webinars

- **No Kid Hungry – Summer Meals Social Impact Analysis: Tuesday, August 11th from 10:00-11:00AM**
We have long known that losing access to school meals can have a lasting effect on kids’ lives, but what is that really costing families and communities? Deloitte and Share Our Strength partnered on a new report, Summer Nutrition Program Social Impact Analysis, which summarizes existing research and presents a new analysis to demonstrate the positive impacts of providing children with better access to summer meals programs. Join us for a webinar to review the full report and identify ways to incorporate the findings into your work.

To register, please visit: <https://attendee.gotowebinar.com/register/9059337364289780482#>

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Commonly Used Acronyms

SFSP – Summer Food Service Program
CNP – Child Nutrition Programs
WRO – Western Region Office
FNS – Food & Nutrition Services
FNSRO-Food & Nut Services Reg. Office
USDA – U.S. Department of Agriculture
EED – Education & Early Development
DEC – Department of Conservation
LEA – Local Education Agency



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