

SFSP Expansion

Learning from 2002 Regional Success Stories



MID-ATLANTIC REGION

Delaware

Targeted by Region for special emphasis: No

Strategies employed by region or State to increase access:

- Worked with small number of sponsors to expand number of sites.
- Recruited Food Bank to cover large portions of state.
- Concentrated recruiting efforts on vacation Bible schools and churches.

Maryland

Targeted by Region for special emphasis: No

Strategies employed by region or State to increase access:

- Targeting: (SA recruited large urban school district (Baltimore City) into SFSP.)
- Worked with local advocacy organizations (*Center for Poverty Solutions*) to make children more aware of SFSP through hotline, flyers, posters, etc.

Puerto Rico

Targeted by Region for special emphasis: Yes

Strategies employed by region or State to increase access:

- Targeted promotion and outreach campaign to sponsors, parents, and children.
- Information made available to public through a toll free line.
- Used street banners effectively in neighborhoods.
- FNS video (*Summer Food, Summer Fun* – translated into Spanish for PR) was shown in waiting rooms of WIC and NAP offices. DOE SFS vended meals to new sponsors in low-income housing projects, communities of extreme poverty.
- Dairy industry provided over 200 coolers to ensure quality of milk and food safety; collaborated with the SA providing Public Service Announcements on television/radio and placed billboards on milk delivery trucks.

Virginia

Targeted by Region for special emphasis: Yes

Strategies employed by region or State to increase access:

- Targeted five urban areas; mass mailings, solicited contacts from sponsors, Food Banks, community action agencies, schools, government agencies (e.g., Dept of Health/WIC), Cooperative Extension and church organizations.
- In five targeted areas, worked with CACFP Family Day Care Sponsors (resource and referral agencies) to hold outreach SFSP informational meetings.
- Worked with existing sponsors to expand SFSP in areas of high need.

Virgin Islands

Targeted by Region for special emphasis: Yes

Strategies employed by region or State to increase access:

- Personal contact -- MARO RA targeted the Governor to engage in expansion.
- Program extended an additional week.
- SA developed outreach and promotion program early in the year.
- Summer enrichment programs opened in nine schools throughout the Territory.

MOUNTAIN PLAINS REGION

Across all States:

RO convened conference call to highlight two successful SFSP SAs and one sponsor to spark creative thinking in Mountain Plains States.

Outreach materials were created in the Region to supplement HQ developed materials. Materials included a speech, talking points, MO video and PSA, and various outreach contact lists. Also provided articles for state and other partner newsletters/publications, including a letter from the RA encouraging schools and other organizations to sponsor the SFSP. In addition, PSAs bookmarks, and flyers were created by the RO and provided to all SAs.

Kansas

Targeting:

- Outreach letters were mailed to major grass-roots organizations in the Kansas City metro area and to all principals in schools with 50% or higher F/RP eligibility. The SA challenged the 240 schools operating summer school to consider using the SFSP to provide summer meals.

- SFAs, principals, superintendents, mayors and Parks and Recreation offices in four targeted rural areas received SFSP outreach materials soliciting their participation or input for identifying potential sponsors. Outreach also was provided through WIC clinics.
- Sponsors were continually encouraged to promote the SFSP in the communities they served. In addition, prior sponsors with growth potential were challenged to grow their Programs by 10%.

Missouri

Targeted by Region for Special emphasis? No

- Missouri Department of Health implemented a 5-year outreach plan for the SFSP for which it received a Dan Glickman Pyramid Award. SFSP outreach has been a high priority for many years. The SA has determined the location of low-income areas, by county. The SA then determined if any sponsors served those low-income areas. If no sponsors were operating in low-income areas, those became target areas.
- The SA staff encourages sponsors to increase meals and/or sites and/or days of operation. The agreement includes a contract provision that the sponsor will increase SFSP participation. Last year, all sponsors that grew by 5 percent, received a certificate signed by the SA Director and Acting Child Nutrition Director in the Mountain Plains Region.
- The SA is very media savvy. The State of Missouri has a media department that has been very active in promoting and working with the SA staff to get the SFSP message out.

Other factors important to success:

- The Missouri Department of Elementary and Secondary Education (DESE) operates the NSLP. Under DESE, 13 schools operated the Seamless Summer Feeding Waiver this summer. Two of the waiver schools operated the SFSP under the Missouri Department of Health in the 2001 SFSP year.

Montana

Targeted by Region for Special emphasis? No

Strategies employed by region or state to increase access:

- 21st Century Grantee Schools have been a big part of MT growth.
- The SA pairs a competent SFSP sponsor with a new sponsor to foster a positive mentoring atmosphere. The SA publicly recognizes the experienced sponsor during training sessions for undertaking the additional mentoring responsibilities.
- Billings Public Schools in Montana received a 2001 National Summer Sunshine Award. A great deal of positive press through print and television was generated when the award was presented. In addition, positive press was generated printed prior to the award presentation.

Nebraska

Targeted by Region for Special emphasis? Yes

Strategies employed by region or state to increase access:

- The Director made personal calls and visits to staff in numerous school districts to encourage SFSP sponsorship.
- Held a media event to “kick-off” the SFSP on June 14, 2002, in Lincoln, NE. Good media coverage with attendance by the Mayor, Cornhuskers football players and the Power Panther.
- Encouraged partnerships between complementing organizations. A hospital in Gordon, NE, sponsored and prepared meals for its church site. This was a very successful partnership.

North Dakota

Targeted by Region for Special emphasis? Yes.

Strategies employed by region or state to increase access:

- For many years the SA staff worked hard to get the Bismarck school district to sponsor the SFSP. This year for the first time, the Bismarck schools sponsored the SFSP at two sites. The schools had the potential to serve a couple of hundred children at the sites, and it appears that was the case since numbers went up dramatically. In our rural states, even a few hundred additional children served per day can make a large percentage difference.
- The Lugar Pilot provisions were a major reason that the Bismarck schools sponsored the SFSP this year. There were at least two favorable newspaper

articles written in the Bismarck Tribune that gave positive attention to the SFSP in Bismarck this summer.

NORTHEAST REGION

Overall

Massachusetts

Targeted by Region for special emphasis? No

Strategies employed by region or State to increase access:

- MA contracted with Project Bread for program expansion. Using target maps developed by RO staff, the state identified areas of unmet need focusing on adding sponsors in those areas and increased program participation in other areas.
- MA also identified welfare hotels in the northern metro area and established those locations as SFSP feeding sites – a model they will duplicate in other areas of the state for fiscal year 2003.

Other factors important to success:

- Strong collaboration between NERO, MADOE and Project Bread began with a joint SPSP kick off conference in February and continued through the year until actual program operations in late June 2002.
- NERO mapped areas of program need by comparing school district's free and reduced data to sponsor participation identifying unmet need.
- Project Bread contacted potential sponsor groups within those target areas to promote SFSP and to provide initial technical assistance.
- MADOE followed through with technical assistance particularly to new sponsors.

New Hampshire

Targeted by Region for special emphasis? (Y/N) Yes

Strategies employed by region or State to increase access:

- Using target map developed by NERO staff comparing school district's free and reduced price data to existing SFSP sponsors.
- NHDOE, in partnership with the Manchester CAP agency, successfully reached to areas of unmet need increasing participation in an urban and rural communities with a focus on the teenage populations in the urban area.

Other factors important to success:

- Found a community agency that can be a catalyst to growth. Collaboration with the Southern New Hampshire Services (SNHS) CAP agency identified local contacts in the Manchester and Berlin areas to open new sites. In Berlin's case, the local CAP contracted for meal preparation with the town's Meals on Wheels program and the local CAP operated and administered the site for SNHS. In Manchester, SNHS targeted non-participating teenagers determining where sites were needed to serve that particular population. Consequently, SNHS located sites at locations where teenagers were known to congregate – skate board parks and basketball courts.

SOUTHEAST REGION

Georgia

Strategies employed by region or State to increase access:

- A cooperative effort between the Atlanta Field Office (AFO) and the GA Office of School Readiness (OSR) began by identifying 51 counties that were either unserved or underserved by the SFSP.
- Onsite visits or phone calls were made to libraries, Boys and Girls Clubs, Upward Bound agencies, County Boards of Commissioners, Public and Migrant Health Divisions, County Extension Offices, School Food Authorities, Department of Family and Children Offices, Leagues of Women Voters, Kid's Cafes and United Way. These contacts yielded "promises of consideration" to either sponsor the program or to promote the program within their communities.
- A 3-signature memo signed by the RA, the OSR Director and the Commissioner of the State Department of Human Resources was sent to the Food Stamp Directors in the 51 unserved/underserved counties, encouraging them to advance the SFSP through their offices.

Mississippi

Strategies employed by region or State to increase access:

- The SA was most interested in increasing the number of sites at existing sponsors and wanted to focus their efforts there.
- The SA contacted 150 school districts that had not participated in the SFSP in 2001 encouraging them to participate either as sponsors or sites.
- RO staff identified underserved areas with high percentages of free and reduced price eligibles. Contacts were made to 25 non-profit organizations, 20 school districts, 2 Learning Centers and 1 GED Program to generate interest in the SFSP. The Field office staff also scheduled and conducted seven outreach meetings in underserved areas across the state with interested parties. This effort appeared to generate the most interest in the SFSP.

- As a result of the collective efforts of the SA and the Jackson Field Staff, 17 new sponsors with 50 new sites participated in the SFSP.

North Carolina

Strategies employed by region or State to increase access:

- North Carolina's 2002 SFSP outreach effort focused on 11 unserved counties with a high percentage of children receiving free and reduced price lunches during the school year. School Food Authorities were the primary target, but grass roots organizations were also approached.
- Focus also on increasing the number of children served at approved sites. The NC Department of Social Services distributed a final list of approved sponsors to all county DSS agencies. Congresswoman Eva Clayton's staff also contacted the Field Office and offered to market the SFSP in her district.
- The NC Food Security Team played an invaluable role in SFSP outreach strategies. Team members identified contacts, distributed informational material and solicited partnerships among their peer organizations.

SOUTHWEST REGION

Louisiana

- Louisiana targeted its increased on-site community outreach efforts to unserved or poverty areas, particularly those located in rural areas and that the state felt had potential for reaching significant numbers of children.
- The state also implemented a web-based application and reimbursement claims system offering time-saving features and built-in edit checks which served as a selling point for recruitment of new sponsors.
- The state also had completed a reorganization that placed the summer program under the section administering the National School Lunch Program. This change provided added resources for staff available to work on the summer outreach efforts.
- The summer waiver attracted school food authorities that previously had not operated a summer program.

Oklahoma

- The Oklahoma Superintendent of Education sent a letter to all School Superintendents in the state encouraging them to administer the summer food service program. Early in the calendar year the state agency sent releases to media throughout the state encouraging sponsorship of the summer feeding program.
- The state summer food service coordinator made numerous visits throughout the state to encourage potential sponsors to participate. In addition to the higher number of meals served, the state also showed a 20 percent increase in sponsors, compared to last year.

Texas

- The Texas Department of Human Services developed a coordinated outreach plan which included television and radio public spot announcements, billboard signs in several urban areas.
- Texas hired an outreach coordinator, collaborated with 14 food banks to hold summer information forms which reached around 300 community organizations, provided information staffers mailed to 1.2 million Medicaid recipients, and used their SFSP website to provide information about the program.

WESTERN REGION

Overall in the Western Region:

In Alaska and Idaho, the Lugar Pilot, has made the program more attractive to schools. In other WR states, the seamless waiver has made summer operations more attractive to schools.

Review policy change eased workload for some non-profit sponsors (e.g., relaxed review requirements during 1st 2 weeks); sponsor can open more sites because it can focus on new and problem sites during the first 2 weeks of operations while allowing established sites to operate as usual.

FNS granted Idaho a waiver of the review requirement (states must review 50% of program dollars); Idaho was able to review smaller, newer sponsors rather than review the same 2 large sponsors that have strong, established programs.

WRO provided all WR Food Banks with locations/ addresses of sponsor sites in their states; Food Banks distributed local information to local sites as outreach.

Alaska

Targeted by Region for special emphasis? Yes.

Strategies employed by region or State to increase access:

- Increases were the result of one-on-one outreach support to potential and new sponsors. (Sponsors have also been lined up for 2003.)
- The State also promoted at conferences and sent letters to commissioners, superintendents, and 21st century school districts.
- The region participated in sponsor training and provided extensive technical assistance to the State.
- FNS granted the State a waiver to conduct some pre-operation visits by telephone, which enabled the state to make the best use of funds and pre-operations time.

Arizona

Targeted by Region for special emphasis? No.

Strategies employed by region or State to increase access:

- The majority of growth resulted from schools partnering with local government and/or community organizations, and significant promotion to schools.
- The State sent every school food authority an application package for the SFSP and seamless waiver (in previous years, the state only sent the package to schools that indicated intent to apply).
- State staff called every school district that did not submit a seamless waiver request or SFSP application to encourage participation.
- The State heavily promoted the seamless waiver, including providing a worksheet to help schools determine whether the seamless waiver was financially viable.
- The City of Phoenix Parks and Recreation Department, Aquatics Program attended Phoenix area sponsor trainings with a list of all the pools sites matched with nearby schools, and encouraged schools to sponsor nearby pool sites.

MIDWEST REGION

Indiana

Targeted by Region for special emphasis? Yes

Strategies employed by Region or State to increase access:

- RO worked with SA to develop a tri-fold outreach brochure highlighting benefits of sponsorship under the Lugar pilot-program.
- Targeted individualized mailings to school districts, identifying school(s) in their district that could automatically be eligible as SFSP sites.
- Contacts with Superintendents; grassroots organizations; Salvation Army; YMCA's; Community Action Agencies; PTAs; Housing Authority - President of Tenant's association; Mayors/Town Managers; Parks and Recreation Department.
- Worked to increase program size and participation at existing sponsors by:
 - Targeting sponsors with greatest potential for growth
 - Writing individualized letter to those districts' superintendent with statistics showing potential for growth.
 - At sponsor training, discussed with all sponsors, the need for growth and ideas to increase site participation. Provided handouts (tip sheets for expansion).
- Based on an informal survey of sponsors, it was discovered that many sponsor's had not taken advantage of Lugar paperwork reduction opportunities. The SA took actions to increase benefits to sponsors by:
 - Redesigning State forms so that less information was reported to the State
 - Retrained State staff to eliminate review focus on accounting for costs.
 - Provided written material and training to sponsors on ways to reduce unnecessary paperwork.

Illinois

Targeted by Region for special emphasis? No

Strategies employed by Region or State to increase access:

- Standard outreach methods

Other factors important to success:

There was a large growth in the number of summer school sites in Chicago in 2002. Although the seamless waiver, under which the Chicago Public Schools operated, made it easier for summer meals to be provided, the major factor for summer meals growth was the expansion of summer educational programs offered in Chicago.