

## Successful Expansion

Green Bay Area Public Schools  
Green Bay, Wisconsin

The Green Bay Public Schools characterized their successful expansion of the Program by what they called the “Five P’s.” *Partnerships*—they created and increased the number of key players in the community to promote participation. They partnered with such groups as the Hunger Task Force Network of Green Bay which includes the Salvation Army, WIC, community clinics, shelters, pantries, local churches and immigration and resettlement services; 21<sup>st</sup> Century Summer School Programs; The Boys and Girls Club; and, the local Parks, Recreation and Forestry organizations. *Promotion*—utilized attractive fliers sent to each family living within the school attendance areas where feeding sites were located. Their materials were translated into the appropriate languages for the targeted populations. Members of the staff attended community meetings, issued press releases and aired multiple live TV spots to generate excitement about the Program. *Pioneering*—they were able to expand their program by thinking outside the box. They applied for and received expansion grants which helped to renovate a former traveling classroom van into a new food service delivery vehicle. The “Lunch n’ Learn Mobile” as it was called, generated interest in the summer meals, provided nutrition education lessons and games, and added a new element to what they were doing. *Progress*—involved the students, encouraging them to practice problem solving by brainstorming on how to make healthy menu choices. As an added bonus, hot meals were offered that allowed for increased food variety. And finally, *Passion*—which created enthusiasm for the community, the children, and the summer staff. Through the Passion, the children learned table manners and etiquette; how to make healthy food choices; and were engaged in activities that illustrated what they learned during the summer program.

By utilizing the “Five P’s”, the Green Bay Public Schools was successful in expanding the number of feeding sites in the Program and increased participation.

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## Community and Faith-Based Organizations

N.E.W. Calvary Chapel  
Coleville, Washington

As a first time sponsor of the Summer Food Service Program, the N.E.W. Calvary Chapel located in a very rural area in eastern Washington State, stepped up to the plate to provide children in their community with Program meals from late-June to late-August. Pastor Thomas E. Schulz and community members were committed and successful in getting Program information out to the community.

Pastor Schulz volunteered numerous hours to the planning, coordinating, and operation of the SFSP. He was able to secure rental for a kitchen to prepare the meals at a very low cost, only after learning that the school district was unable to provide the service. He received support (man hours, in-kind donations, and financial support) from volunteers to monitor the program, supervise and prepare the meals, transport the supplies needed by the feeding site; and gathered teenagers in the park and encouraged them to participate in the Program. Pastor Schulz secured the services of a local vendor to purchase pre-packaged items such as fruit cups and string cheese. However, several weeks into the Program, he learned that the children preferred hot meals to cold lunches. Due to his outstanding commitment, his Program managed to provide the children with hot meals.

Next year, N.E.W. Calvary Chapel plans to work with the local parks and recreation department to provide more meals to children in the park. Since they are a faith-based organization, the Pastor believes he will have ample volunteers to help. They also plan to keep next year's menus fairly simple and with their dedication, compassion, and commitment to the Program, they will be a successful sponsor for many years to come.

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## Programs Emphasizing Improved Nutrition and Physical Activities

Greenville Public School District Food Service  
Greenville, Mississippi

In the Mississippi Delta, obesity is a serious problem. The school district's primary goal was to combat the obesity problem and work with the children's physical and mental health. The school district partnered with several groups which provided invaluable resources, staff members and monetary contributions. Through the Greenville Public School District Food Service summer program, children were offered more fresh fruits, vegetables and physical activities. They were given how-to instructions in a variety of sports activities, and learned how exercise can build and promote a healthy body with an emphasis on eating balanced meals every day.

The program used USDA's Team Nutrition materials and resources, as well as the staff resources provided by their partners, to educate the community and the children on creating a healthy eating environment. They made use of nutrition classes, sponsored by their partners, to create activities that focused on obesity and how it contributes to major health problems such as diabetes, hypertension and heart conditions. The impact of the physical activities and the nutrition education classes helped influence the children's eating habits. After learning that good eating habits promote healthier bodies, the children ate more fruits and vegetables, which promises more energy for physical activities. By utilizing several practical methods and techniques for lifelong changes, the children in this community now have a more positive outlook and a healthier body so they can become productive citizens for tomorrow.

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## Service to Special Populations

Orange County Community Action Agency  
Orlando, Florida

As part of an on-going Orange County effort to expand services to a diverse community, the Orange County Community Action Agency established a goal to increase access to the SFSP for children of the Haitian community. The Agency collaborated with several Haitian community and faith-based organizations, local Boys and Girls Clubs, schools, sheriff's department, the Florida State Health Department, and other groups to develop strategies for meeting the unmet need of the Orange County Haitian community. With this unique combination of partners, several strategies were used, including:

- the distribution of flyers in Creole and French to increase awareness of the SFSP
- citizens of Haitian ancestry were hired to operate and supervise the SFSP feeding sites
- presentations were made to Haitian church congregations with the help of Haitian staff interpreters
- yard signs were distributed to advertise the location of feeding sites; and
- SFSP materials were translated for participating site's staff, as well as participating children.

Having the ability to hire staff knowledgeable about the cultural and other socio-economic issues greatly impacted the targeted population, making the task of serving Haitian community much easier. Through partnering with other agencies and organizations, the Agency was able to increase the number of sites serving children of predominantly Haitian ancestry and heightened the awareness on the benefits of the SFSP to the Haitian community.

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## Partnering with Other Organizations or Groups

Fueling Young Minds  
Milwaukee, Wisconsin

“Fueling Young Minds” was the result of a collaborative effort of several organizations, primarily organized by the Hunger Task Force, interested in alleviating childhood hunger during the summer months. Each organization agreed to bridge the gap, and provide the necessary resources to increase participating in the SFSP.

One partner, Harley –Davidson Foundation, provided the resources for outreach and marketing materials; program operational costs; and sponsored a motorcycle rally to promote program participation.

Milwaukee Public Schools opened 44 core schools in targeted neighborhoods with significant poverty. These sites offered recreational, educational programs, hot meals, and operated from mid-June through late-August.

The Social Development Commission (SDC) agreed to target neighborhoods lacking access to a school feeding site. SDC provided local churches, Boys and Girls Clubs, YMCA sites and others with sack lunches. The Salvation Army provided a food van to serve meals in many of the remaining targeted neighborhoods. Another partner, Impact, operated a “211” information and referral line and upgraded its telephone technology in order to provide parents and caregivers with locations of the closest feeding site. While the Hunger Task Force provided staff support to organize a community-wide mailing and spearheaded the marketing and outreach activities.

The collaboration made an important investment in the community and ensured that all children, regardless of their background, have a chance at good nutrition year-round.

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