

ESTABLISH AND IMPLEMENT A COLLECTIVE VISION FOR COMMUNITY PARTNERSHIP

2018 'School's Out, Food's In' Webinar Series
Tuesday, January 23 (2:00-3:00pm Eastern)

#nokidhungry



center for BEST
PRACTICES

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'School's Out, Food's In' Webinar Series Calendar

January 23: Establish and Implement a Collective Vision for Community Partnership

February 13: Leverage Mobile Solutions to Increase Access to Summer Meals

March 27: Engage the Healthcare Community to Support Summer Meals

April 24: Partner with Universities to Build Your Summer Meals Capacity

May 22: Summer Meals at Public Housing Facilities

June 12: Serve Summer Meals at Nontraditional Sites



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Webinar Agenda

Collaborative Planning: A Key to Effective Partnership

Examples of Effective Partnership

Panel Q&A

POLL: WHO IS IN THE ROOM?

Question: Which category most closely matches your organization?

1. School/school district
2. Food bank or community nonprofit
3. Faith community
4. Municipal government
5. State agency/USDA

POLL: CURRENT STATE OF PARTNERSHIP

Question: What is your single greatest objective for summer meals partnership in 2018?

1. Establish new partnerships
2. Strengthen existing partnerships

COLLABORATIVE PLANNING: A KEY TO SUCCESSFUL PARTNERSHIP



Achieving the benefits of collaboration takes **time and commitment**, but can ultimately lead to **greater outcomes** than you could achieve on your own.

RESOURCES TO SUPPORT EFFECTIVE COLLABORATION

No Kid Hungry [Collaborative Planning Toolkit](#)

- Engaging Key Stakeholders
- Creating & Managing the Plan
- Wrapping Up & Renewing Commitment

No Kid Hungry Summer Collaborative Planning Toolkit

Bringing together the major players in Summer Meals from around your state or community to plan together is an important strategy for growing participation in the program.

Collaborative Planning helps to:

- 1 Build and strengthen relationships among the many groups serving kids
- 2 Identify barriers for participation and expansion on the ground
- 3 Uncover new ideas and opportunities
- 4 Align resources around the most promising strategies
- 5 Strengthen results through shared efforts

Achieving the benefits of collaboration take time and commitment, but can ultimately lead to greater outcomes than you could achieve on your own.

About the Resource

This resource is designed to help state agencies and nonprofit organizations, including No Kid Hungry Campaigns, develop a collaborative plan to increase participation in summer meals. It includes helpful tips, sample and template materials to implement a planning process and examples of collaborative summer planning in action.



KEY VENUES FOR COLLABORATION

Food Policy
Councils

Summer Debrief
& Planning
Sessions

Regional Sponsor
Councils

Informal/Ad Hoc
Meetings



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Welcome to Our Panelists

Tamara Baker, Communications and Project Director, No
Kid Hungry North Carolina

Cynthia Ervin, Summer Nutrition Program Manager, North
Carolina Department of Education



Public Schools of North Carolina
State Board of Education
Department of Public Instruction



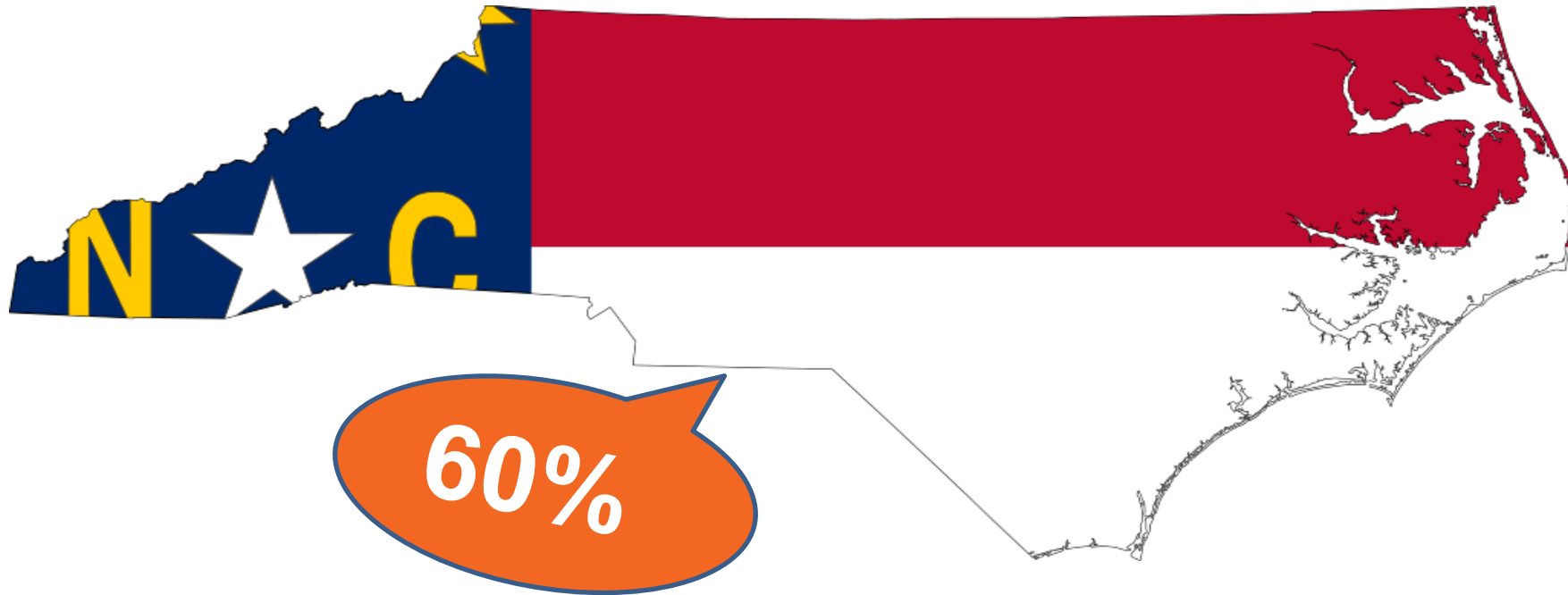
Summer Nutrition Programs

• North Carolina Collaboration •

SCOPE OF THE PROBLEM

- Almost **900,000** students in North Carolina's traditional public schools are eligible for Free or Reduced-Price (FRP) school meals.

...That's about **60 percent** of our state's almost **1.5 million** public school students.



COLLABORATION



Public Schools of North Carolina

State Board of Education
Department of Public Instruction

Program administration,
regulatory expertise, training,
customer service



**NOKID
HUNGRY**

SHARE OUR STRENGTH

NORTH CAROLINA

Shared program focus, data
analysis, communications/
marketing/events expertise,
stakeholder engagement, reach

Resources:



GOAL: Increase NC School Food Authorities (SFAs) as Program Sponsors

2011

15% of SFAs served
summer meals

2017

85% of SFAs served
summer meals



Public Schools of North Carolina
State Board of Education
Department of Public Instruction



WINS

- ✓ USDA Waiver in 2012
- ✓ SFSP transition from NC DHHS to NC Department of Public Instruction (DPI)
- ✓ Office of the Governor Engagement
- ✓ NC State Superintendent Engagement
- ✓ National SNA President



	
MAR 28 2012	
United States Department of Agriculture Food and Nutrition Service 3101 Park Center Drive Alexandria, VA 22302-1500	SUBJECT: Summer Food Service Program—North Carolina Waiver Request TO: Lanna Kirk Director Special Nutrition Programs Southeast Region Retailer Administration Center Received APR 02 2012 We are writing in response to the February 23, 2012, request submitted on behalf of the North Carolina Department of Health and Human Services (DHHS) to waive specific Summer Food Service Program (SFSP) regulatory requirements for School Food Authority (SFA) sponsors and sites applying for participation in the SFSP. DHHS has developed a targeted expansion program designed to expand SFSP participation in 13 of their 117 school districts; these are the school districts with the lowest participation rates in the summer nutrition programs. DHHS has requested a waiver of several SFSP administrative duties for the State agency and school food authorities (SFAs) operating as SFSP sponsors in these 13 school districts. Based on the significant needs of the local communities and USDA's interest in expanding access to the SFSP and easing administrative burden for sponsors, we are partially approving the waiver of some requirements, as described below, for the summer of 2012 in North Carolina. Additionally, the Food and Nutrition Service's Southeast Regional Office has agreed to work with DHHS to monitor the implementation of these waivers to determine whether they are successful in expanding participation in the SFSP while maintaining the integrity of the Program.

KEY EVENTS

NC CHILD HUNGER LEADERS CONFERENCE



SCHOOL NUTRITION ASSN. OF NC CONFERENCE



SUMMER SITE EVENTS, NUTRITION EDUCATION



2017 STATEWIDE LAUNCH



BRANDING



Contest for middle and high school students statewide to submit their ideas for a branding campaign...



SummerPalooza!

CLIMBING TO NEW HEIGHTS



NORTH CAROLINA SCHOOL NUTRITION SERVICES



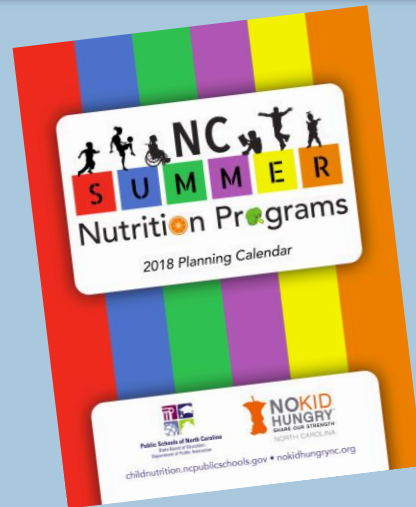
2017 SummerPalooza

- 4th year
- 4 events/4 regions
- 200+ attendees



FOCUS: Year-Round Planning & Promotion

NoKidHungryNC.org/summer-calendar



PUBLIC SCHOOLS OF NORTH CAROLINA
State Board of Education | Department of Public Instruction

SCHOOL NUTRITION SERVICES • NC SUMMER NUTRITION PROGRAMS

CONTACT YOUR AREA REPRESENTATIVE WITH QUESTIONS ABOUT YOUR SUMMER NUTRITION PROGRAM:

Charlotte Area Program Manager	Ivy Early Area Consultant	McCamy-Hawkins Area Consultants	Stephanie Tatum Area Consultant	Yvette Horne Area Consultant
Charlotte@ncpschools.gov (704) 361-3300	IvyEarly@ncpschools.gov (919) 807-3538	McCamyHawkins@ncpschools.gov (704) 361-3300	StephanieTatum@ncpschools.gov (919) 807-3509	YvetteHorne@ncpschools.gov (704) 361-3300

SUMMER NUTRITION PROGRAMS POLICY UPDATES
Hosted by NCDPI in your area:

- February 20, 2018: Village Inn, Clemmons
- February 20, 2018: NC TeleCenter, Williamston
- February 21, 2018: McKimmon Center, Raleigh
- February 22, 2018: McKimmon Center, Raleigh
- February 22, 2018: Whispering Pines Country Club, Whispering Pines
- February 22, 2018: Cabarrus Event Center, Concord
- February 22, 2018: New Bern Convention Center, New Bern
- February 23, 2018: NC Arboretum, Asheville

- May 1, 2018: Village Inn, Clemmons
- May 2, 2018: NC TeleCenter, Williamston
- May 3, 2018: Cabarrus Event Center, Concord
- May 3, 2018: McKimmon Center, Raleigh
- May 3, 2018: Whispering Pines Country Club, Whispering Pines
- May 4, 2018: McKimmon Center, Raleigh
- May 4, 2018: NC Arboretum, Asheville
- May 4, 2018: New Bern Convention Center, New Bern

Online Resources

childnutrition.ncpublicschools.gov
- Sponsor information
- Program guidance
- USDA resources

NOKID HUNGRY
NORTH CAROLINA
- Toolkits and resources
- Video testimonials
- Grant opportunities

Online mapping tools to create targets for expansion of summer meal programs, including:

- Capacity builder
- Area eligibility mapper
- Rural designation tool
- Mobile route maker

fns.usda.gov/sfp/mapping-tools-summer-meal-programs

Averaged Eligibility Mapper
bestpractices.nokidhungry.org/sponsor-center/averaged-eligibility-map

Financial management resources for budget, menu, and staff planning
bestpractices.nokidhungry.org/sponsor-center/financial-management

Mobile Meals Playbook for guidance with large-capacity projects, such as mobile vehicles
bestpractices.nokidhungry.org/summer-meals/mobile-meals-playbook

Helpful ideas and resources from the No Kid Hungry Sponsor Center
bestpractices.nokidhungry.org/nutrition-program-sponsor-center

Child Nutrition Program Grant Opportunities
bestpractices.nokidhungry.org/child-nutrition-program-grant-opportunities

The Sodexo Stop Hunger Foundation Summer Meals Outreach Toolkit
bestpractices.nokidhungry.org/summer-meals/sodexo-stop-hunger-foundation-summer-meals-outreach-toolkit

Afterschool Meals – SFSP Comparison Grid
bestpractices.nokidhungry.org/afterschool-snacks-meals/dialog_1568

Summer Site Visit Toolkit
bestpractices.nokidhungry.org/summer-meals/summer-site-visit-toolkit

Media Tactics from No Kid Hungry
bestpractices.nokidhungry.org/summer-meals/media-tactics

Collecting Data Through Surveys & Focus Groups
bestpractices.nokidhungry.org/summer-meals/part-five-collecting-data-through-surveys-and-focus-groups

Learn more about Child & Adult Care Food Program (CACFP) At-Risk Afterschool Meals
nutritionc.com/sfp/cacfp.htm

NC SUMMER NUTRITION PROGRAMS • 2018 CALENDAR
Important actions, resources, and deadlines for NC Summer Nutrition Program sponsors
Providing healthy meals for children when school is out, NC Summer Nutrition Programs are administered by the NC Department of Public Instruction (NCDPI), School Nutrition Services

KEY

- (TRACKS) indicate an ongoing action that carries over from month-to-month.
- (SOD) - ongoing activities are (SOD) 2018 action items.
- (ONLINE) - online resources are (ONLINE) 2018 action items.
- (ASTERSK) - indicates resources are available to assist in the action; see other side of poster for details.

NOW IT'S TIME TO... SERVE SUMMER MEALS

DAILY

1. Break site applications accurately.
2. Serve meals at approved sites.
3. Check piece of service meal count.
4. Monitor sites as applicable.
5. Monitor costs and meal records.
6. Monitor NCDPI of any day changes.
7. Daily NCDPI of any day changes.

WEEKLY (pick a consistent day)

1. Continue to get the worst out about meal sites "new" to the public.
2. Submit daily meal count/meal preparation records.
3. Review accuracy of meal count and meal preparation.
4. Update application changes, as applicable.
5. Update average daily meal count.
6. Complete weekly meal count accurately.
7. Complete 1st Week Meal review.

MONTHLY

1. Complete weekly meal counts - monthly meal count.
2. Submit claim for reimbursement - 10th day of month.
3. Complete financial reports.
4. Complete monthly inventory report.

APRIL

- April 2, 2018: Deadline for SFSP online mandatory training module completion.
- Attend SFSP Training.
- Locations and dates to be announced by NCDPI.
- Summer Session Option (SSO) sponsors attend SFSP training. Date to be announced by NCDPI.
- Confirm meal production and delivery plans.
- Conduct site/foodservice staff meetings.
- Begin pre-operational visits.
- Review and update the SFSP application. Submit the application for approval.
- Continue marketing and outreach activities. Remember to keep engaging community partners. Make plans for a possible food event.
- Develop a specific story "pitch" and press release to promote your program and sites.
- Think ahead. Assess the opportunity to transition to serve as a sponsor or site for CACFP At-Risk Afterschool Meals.

MARCH

- March 15, 2018:
 - School Food Authorities (SFA) Letter of Intent submission deadline.
 - Non-SFA Pre-Qualification submission deadline.
 - Submit the pre-qualification requirement, if you have not already done so.
 - Register for Required Annual Continuing Education (RACE).
 - Prepare procurement contract with vendors or distributors.
 - Make a list of news media (radio, print, TV) and submit that might help get the word out about your program. Include public information staff for the local school district, government, and community organizations.
 - Determine which events, news, and stories to share with the media.
 - Develop outreach materials (flyers, banners, yard signs, etc.) to inform families where to find meals. Remember to use print, online, and social media materials.
 - Include the meeting feature that NCDPI is 877-827-0000 website (nokitHungry.org) in press releases to provide up-to-date site info all summer.

FEBRUARY

- Complete the NC Summer Nutrition Programs training modules.
- Begin your Summer Food Service Program (SFSP) application.
- Continue the procurement process, complete the specification, quotes, and invitation for Bid (IFB).
- Attend a Policy Update hosted by NCDPI in your area (see listings on other side of calendar).
- Continue site recruitment and planning.
- Begin volunteer recruitment.
- Follow up on community partner action items and secure their engagement.
- Identify and apply for grant opportunities.
- Finalize specific messages and determine distribution of information to ensure families and children know about your program.

JANUARY

- January 2, 2018: All Sponsors - Online Mandatory Training Modules become available; begin reviewing modules.
- Complete and submit documentation for the pre-qualification process.
- Recruit sites based on established program goals and the neighborhood you want to serve.
- Ask community partners for outreach and program input.
- Create outreach materials for community partners to use in helping to grow your program.

DECEMBER

- Initiate the procurement process.
- Start budget, menu, and staff planning.
- Begin exploring the potential for serving mobile meals.
- Continue developing a marketing and outreach campaign.
- Identify neighborhoods, schools, and other organizations that work with families you want to reach.
- Reach out to potential community partners - via letter, email, phone, call or visit.

NOVEMBER

- Attend a SummerPalooza Summit for marketing and program insight for next summer.
- Submit Pre-qualification/Statement of Intent to serve as a NC Summer Nutrition Program sponsor.
- Begin developing a marketing and outreach campaign.
- Research which other community groups and organizations can help your program grow.

SEPTEMBER

- September 18, 2018: August Claim Submission Deadline.
- Complete year-end financial reporting.
- Conduct a program evaluation.
- Compare the end of year finances to initial projections.
- Conduct site surveys or convene focus groups to gather feedback.
- Prepare a checklist of key findings to help shape your program for next summer.
- Register for the 2018 SummerPalooza Summit.
- Consider sending a press release to the media with results of your NC Summer Nutrition Program success.
- Remember to send thank you notes to program staff, volunteers, community partners, and the media.

OCTOBER

- Register for the 2018 SummerPalooza Summit, if you have not already done so.
- Identify unmet or underserved areas for potential new sites.
- Use online mapping tools to assist in this process.
- Develop goals and strategies for the next year.
- Remember to include promotional goals in your strategies.

JUNE

- June 10, 2018: May Claim Submission Deadline.
- Market your program continuously to make sure the children show up and keep returning.
- Host kickoff, media, and community events, such as a family day at the park, game day, or concert to promote your program.
- Invite community leaders and legislators to visit one of your sites.

JULY

- July 10, 2018: June Claim Submission Deadline.
- Update online and site applications.
- Continue promotional activities. Host a "spike" event to maintain or boost program attendance.

AUGUST

- August 10, 2018: July Claim Submission Deadline.
- Complete ending inventory.
- Prepare your NC Summer Nutrition Program sites for a transition to CACFP At-Risk Afterschool Meals.
- Keep promoting throughout the final stretch of summer.
- Celebrate the wrap-up and all the hard work with an event with your team like a picnic or other social event.

Year-round planning a Summer Meals success!
Let's get started!

Time to CELEBRATE another great year of Summer Meals! Ready for next year?

SummerPalooza!

CLIMBING TO NEW HEIGHTS A Summit on Expanding Summer Nutrition for NC Kids 2018



FOCUS: **Recognition and Awards**

USDA
Turnip the Beet
Awards:
2016 = 4 NC Nominees
2017 = 13 NC Nominees

NORTH CAROLINA SUMMER NUTRITION: OUR TEAM



Cynthia Ervin

Summer Nutrition Programs Manager
NC Department of Public Instruction
Cynthia.Ervin@DPI.NC.gov

Tamara Baker

Communications and Project Director
No Kid Hungry NC, UNC
TamaraBaker@UNC.edu
NoKidHungryNC.org



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Welcome to Our Panelists

Julie Kreadle, Program Coordinator, Florida Impact

Rachel Mohler, Summer Food Service Program Director,
Florida Department of Agriculture and Consumer Services



A young girl with dark hair in pigtails is smiling and holding onto a horizontal bar of a blue playground structure. The structure is decorated with large, colorful heart and flower cutouts. The background is slightly blurred, showing more of the playground and some greenery.

**SUMMER
BREAK SPOT**

**INNOVATIVE
SUMMER MEALS
PARTNERSHIPS:**

Collaborative Mobile Meals Program

JULIE KREAFLE | 2018 'School's Out, Food's In' Webinar Series | JANUARY 23, 2018

THE COLLABORATIVE MODEL

CHALLENGE

High concentration of at-risk children without transportation or safe passage to a Summer BreakSpot Site.

COLLABORATION

ASP, Inc. • Broward AWARE • Broward County Health Department • Broward County Housing Authority • Broward County Library System • Broward Reads • Broward County School District • Broward County Sheriff's Office – Dania Beach, Deerfield Beach • Broward County Sheriff's Office – Deerfield Beach • Children's Services Council of Broward County • City of Coral Springs Police Department • City of Fort Lauderdale (SWIM Central Partner) • City of Dania Beach • City of Dania Beach (SWIM Central Partner) • Dania Beach Housing Authority • FLIPANY • Florida Impact • City of Deerfield Beach (SWIM Central Partner) • City of Deerfield Beach Housing Authority • Health Foundation of South Florida • Holy Cross Hospital • IFAS/UF Family Nutrition Program • Meals On Wheels of South Florida • Memorial Healthcare System • Seeing the World • Share Our Strength • South Florida Hunger Coalition • SWIM Central • United Way of Broward County • YMCA of Broward County

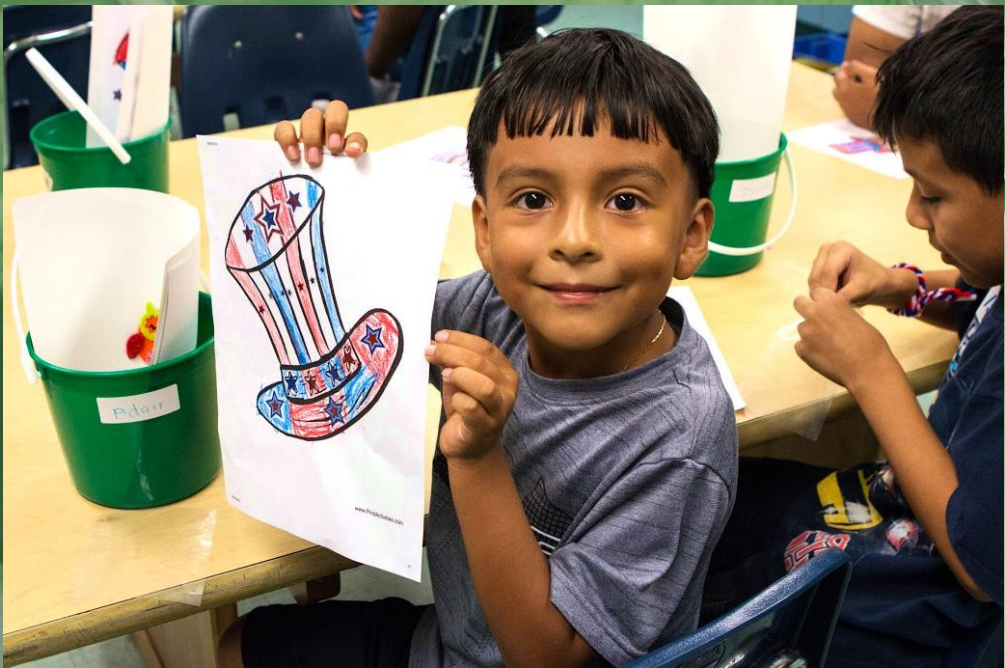
SOLUTION

Summer-long meals and enrichment activities delivered to Housing Authority Centers and nearby City parks where at-risk children are concentrated.

RESULTS

21,256 children fed
176,308 meals served
81 sites
30 community partners
\$437,858 Federal funds brought into the community

THE COLLABORATIVE MODEL



LITERACY COMMUNITY PARTNERSHIP & SUMMER BREAKSPOT



BROWARD READS!

Total Events:
28

Total Sites Impacted:
9

Total Books Donated:
2,500 Total

Readers:
23 + multiple volunteers

Community Organizations
Represented:
**Broward County Public Schools,
Children's Services Council, United
Way, Broward Libraries**

SEEING THE WORLD

VISION SCREENINGS + FREE GLASSES

197 CHILDREN EXAMINED
17 PAIR OF GLASSES PROVIDED
26 REFERRALS



BROWARD MOBILE PROGRAM 2017 RESULTS!

	2014	2015	2016	2017	GRAND TOTAL ↓
MEALS	21,860	65,904	150,819	176,308	224,324
KIDS	923	2,491	8,940	21,256	33,610



KEY TAKEAWAYS FOR **BUILDING** SUCCESSFUL **INNOVATIVE** SUMMER **PARTNERSHIPS:**

- Utilize existing relationships and build new relationships.
- Participate in and present at community meetings.
- Create an environment of flexibility, communication and follow up.
- Nurture relationships and communicate constantly.

WWW.FLORIDAIMPACT.ORG



JULIE KREAFLE

SOUTH FLORIDA PROGRAM COORDINATOR

JKREAFLE@FLIMPACT.ORG

KEY TAKEAWAYS

1. It is never too early to cultivate opportunities for partnership
2. Look for partners who share your mission and know your audience
3. Goal-setting is key to success
4. Celebrate progress and tell your story



POLL: CURRENT STATE OF PARTNERSHIP

Question: What is your timeline for ramping up summer meals planning with community partners?

1. Already started!
2. February
3. March
4. April
5. May

Take action now! Write down one concrete step you can take to enhance partnership in the week ahead.



Join us next month:

[Leverage Mobile Solutions to Increase Access to Summer Meals](#)

Tuesday, February 13 @ 2pm Eastern