

# FUEL UP™ FOR SUMMER FUN



**Eat Smart. Play Hard.™**

**Increasing Participation in Your SFSP!**  
 Peggy McAdoo – Kansas State Department of Education  
 Bridget Sheehan – Midwest Dairy Council

*The webinar will begin at 2 pm. If you cannot hear the webinar through your computer speakers, please dial (888) 999-0073 – Access Code: 204-297-470 – Audio PIN: Shown after joining the meeting – Meeting ID: 204-297-470.*

## Fuel Up For Summer Fun!

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**Peggy McAdoo**  
 KS State Dept. of Education



**Bridget Sheehan**  
 Midwest Dairy Council



### Increasing Participation in Your SFSP

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- Addressing the need
- Outreach to Families
- Outreach to Media
- Outreach to Community Organizations
- Promotional Templates
- Fuel Up to Play 60 Website
- Fuel Up for Summer Fun Mini-Grants



### Summer Food in Kansas

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- 86 sponsors and 290 sites
- Over 769,000 meals were served in 2010 for an average daily participation of 18,000
- During the school year 330,000 lunches are served daily




### Keys to Success

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- Outreach
- Outreach
- Outreach
- And more outreach!




### Making a Plan

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- Who needs to know about your site?
- Who can help your site by donating or volunteering?
- How can I reach each group with my message?



## Outreach to Families and Children

- Talk to your local schools as early as possible
- Send home flyers and letters to parents, include a sample menu/activity list
- Do door to door promotion
- Incentives to come everyday
- Word of mouth is the most powerful tool!



## Outreach to Media

- News/press release
- Newspapers are looking for positive stories
- When working with the media, be prepared
- Community calendars



## Outreach to Community Organizations

- Create partnerships
- Asks:
  - Monetary donations
  - In-kind donations of prizes or supplies for activities
  - Transportation of children
  - Information sharing/promotion
  - Volunteers to lead activities



## Sample Organizations

- PTO/PTA
- Religious Groups
- Public Health Office
- Mayor's Office
- Hospital
- 4-H groups
- Boys and Girls Scouts
- Little League
- Town Library
- Extension
- Colleges/Universities
- Food Pantries
- City Parks and Recreation

## Sample Activities During SFSP

- Reading
  - Library on Wheels
  - Local businesses
- Crafts
  - 4-H clubs
  - Quilting clubs
- Health Fairs
- Incentive Contests
- Gardening
  - Master Gardeners
  - Assisted Living Comm.
- Guest Speakers
  - DNR
  - Dietitian from hospital
  - Farmer



## Promotional Tool-Kit

- Materials developed for both breakfast and lunch programs, include:
  - Logo
  - Flyer
  - Lawn Sign
  - Banner
  - Press release




## Fuel Up to Play 60

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- Bridget Sheehan, RD, LD**  
Midwest Dairy Council



## The Issue: Childhood Obesity



Some experts warn that this is the **first generation** that won't outlive their parents.

Overweight Kids Often Become **Obese, Unhealthy** Adults

Today's Youth are Overweight, Undernourished.

It's Serious, But Solvable.



## The Solution: Begins With Schools



America's schools reach over **55 million** kids a day, **200 days** a year

**30 million** school lunches served every day

Research shows that good nutrition and physical activity **positively affects** academic achievement

**50%** of daily energy intake consumed at school






**Get Up and Play 60 Minutes a Day**



**Healthier Kids**



**Fuel Up with Nutrient Rich Foods**

## Snapshot of Success to Date




- Partnership support achieved
- Financial support through a 501c3
- Public endorsements
- Active involvement by all **32 NFL Clubs**

**The In-School Program Has Achieved:**

- 70,000+** schools (2/3 of all) reaching 36 million kids
- 300,000 students** actively engaged online
- 71,000 school stakeholders** involved



## Fuel Up to Play 60 Website



- Let's check it out!
- [www.FuelUpToPlay60.com](http://www.FuelUpToPlay60.com)

## Fuel Up for Summer Fun Mini-grants

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- Six (6) \$1,500 mini-grants are available
- Sponsor must be a school district
- Empower kids to be advocates for healthy eating and physical activity
- Deadline: May 6<sup>th</sup>
- Announced: May 19<sup>th</sup>
- Mail to Bridget Sheehan at MDA



## Questions?

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- Bridget Sheehan
  - [bsheehan@midwestdairy.com](mailto:bsheehan@midwestdairy.com) or 913-319-7231

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