Reply to
Attn. of: SFSP-249

Subject: Southeast Regional Office (SERO) Summer Food Service Program (SFSP) Summit Meeting Summation Report

To: STATE AGENCY DIRECTORS
(Child Nutrition Programs)
- Colorado ED, Iowa, Kansas, Missouri DH,
  Montana OPI, Nebraska ED, North Dakota,
  South Dakota, Utah and Wyoming DHSS

The SERO recently held a meeting for its State Agencies that administer the SFSP to identify ways to increase participation. A report of the meeting is attached for your information.

[Signature]
ANN C. DEGROAT
Regional Director
Child Nutrition Programs

Attachment
Subject: Summer Food Service Program Summer Summit 1995

To: All State Directors:
   Summer Food Service Program
   Southeast Region

Your staff's participation in Summer Summit 1995 indicates your interest in helping increase the number of needy children participating in the Summer Food Service Program in both your state and the Southeast Region. Although the number of program sponsors and meal participants have shown some increase in recent years, program participation is not at a level relative to the number of identified needy children (eligible for free and reduced price meals). It has been estimated that, at best, we are reaching only one in every four or five children who could benefit from the program.

We have accumulated data which indicates that many of the children in the Southeast Region could benefit from participation in the program if it was available in their community. Summer Summit 1995 was designed to exchange information and ideas to facilitate the development of action plans to accomplish the goal of increased participation in the Summer Food Service Program. During the meeting, the participants were made aware of the October 18, 1994 memorandum from the Deputy Administrator for Special Nutrition Programs which outlined planned Federal activities to assist states in achieving this goal. For your information a copy of the memorandum is attached. During the meeting, states were encouraged to assess their individual statewide participation and determine what would be a reasonable increase in participation to expect during the current program year.
The Child/Adult/Summer Program staff has compiled a report of the meeting which is attached. In the report are proposed actions that Summer Summit participants felt would be helpful in achieving our goal of increased participation. We hope that you will concur with these activities and contribute to a successful Regional effort.

If you have any questions or need any other assistance regarding this report, please contact the Child/Adult/Summer Program staff at (404) 730-2621.

Nena Bratianu
Regional Director
Special Nutrition Programs

Attachments (2)

cc: Annette Bomar  76
    Mary Logan  45
    Sarah White  81
    Vivian Pilant  77
SUMMER FOOD SERVICE PROGRAM SUMMIT -- SOUTHEAST REGION
OCTOBER 24-26, 1994

OVERVIEW

The Summer Summit meeting held on October 24-26, 1994, was attended by representatives from six of the seven states that administer the Summer Food Service Program (SFSP) in the Southeast Region, and staff from the Southeast Regional Office (SERO) Child/Adult/Summer Section, which administers SFSP in the state of Georgia. Ms. Annette Bomar, Georgia State Director of School and Community Nutrition Division, was also in attendance. (The Georgia SFSP is currently administered by the SERO).

This meeting was a follow-up to the Summer Summit held on January 19, 1994. The purpose of the meeting was to provide a forum for staff administering the SFSP to identify ways to increase participation of children in the SFSP. It is our hope that sharing of ideas and information will facilitate the prioritization of outreach activities that will efficiently utilize limited resources in achieving our goal. The following is a summation of the strategies and goals for SFSP outreach developed during our meeting.

I. DEVELOPING STATE OUTREACH ACTION PLANS

A. Setting Goals
In order for each State to measure its success in SFSP outreach, we identified the need to set numerical goals in two areas (using data for lunch):

1. Increase total average daily participation (ADP) for the State by a certain percentage, comparing data from July 1994 to July 1995. Each State will determine what level of increase is reasonable, based on current participation. (Our Regional Administrator recommends a Regionwide average increase of 10%.) We decided to focus on increasing ADP, rather than increasing number of sponsors or sites, since ADP indicates actual meals served to children.

2. Increase "FRAC percentage" to a pre-determined level, comparing data from July 1994 to July 1995. The Food Research and Action Center (FRAC) percentage is determined by dividing the SFSP ADP figure (July data) by the total numbers of free and reduced-price children eligible for the NSLP (October data) in a particular State, county, or locale, to determine what percentage of needy children are participating in the SFSP.

B. Developing the Game plan
After determining the numerical goals of increase in SFSP participation, each State should develop an overall game plan to accomplish these goals. The plan should include three parts:
1. Develop an effective outreach action plan that takes into account limited resources (money and staff time)
2. Implement the plan
3. Evaluate the results

When developing the action plan to increase participation, staff must ask the following questions:
1. Do I know where my eligible children are?
2. Is there a site available to these children?
3. Are the children participating? If not, why not?

C. Targeting Areas for Outreach: Where are the eligible children?
At our meeting, we did not spend a lot of time on this aspect of SFSP outreach. However, in order to use resources wisely, a State agency should focus its outreach efforts on areas with greatest unserved need. To make this determination, an SA can target: areas with no SFSP available; areas with low FRAC percentage participation; areas with high numbers of schools that have 50% free/reduced-price eligible children and low SFSP participation; or other methods. The nature of the area of unserved need, and the reasons that SFSP is either not available or underutilized, will guide the SA’s outreach efforts.

D. Increasing Site Availability: Targeting new sponsors
One method for increasing SFSP availability is locating organizations who can become sponsors in an unserved area. In targeting outreach to locate potential sponsors, we brainstormed and came up with a number of organizations that may be good candidates. (See Attachment A).
In recruiting new sponsors, we identified two types of methods to get the word out about the SFSP to eligible organizations:
1. Shotgun Approach
   The shotgun approach is a marketing campaign geared to "cast the net wide" for potential sponsors to learn about the SFSP. Among the possibilities of such a campaign are the following:
   a) news releases to newspapers
   b) public service announcements for radio/television
   c) mass mailings to members of organizations (personalized by leader of organization); (e.g. from President of National PTA to local SFA’s)
   d) toll-free number for information
   e) SA staff to make presentations at meetings (Boards of Education, Boards of Commissioners, School Food Service Associations, etc.)
   f) Implementing reward/recognition for SFA’s (e.g. Best Practices) to encourage new sponsors and retain existing sponsors.
2. Targeted Approach
The targeted approach is the more time-intensive, personal-touch method, geared towards nurturing particular organizations or individuals. This can include the following types of activities:
   a) Meet with individuals from targeted communities; make presentations to (targeted) Boards of Education, Boards of Commissioners; advocacy groups, etc.
   b) Follow up on inquiries; provide information and gather information about the potential sponsor.
   c) Identify good candidates to be new sponsors -- make several personal visits; help them by going over SFSP requirements; help them get started as a sponsor. Provide hands-on technical assistance.
   d) Encourage sponsor mentoring: have an existing sponsor assist a new sponsor to get on the program.

E. Increasing Site Availability: Targeting existing sponsors
Another method of increasing SFSP availability is to encourage existing sponsors to expand to serve more children. There are many advantages to this approach, as it is often much simpler and more efficient to add sites to a sponsor who is familiar with the program and capable of administering it, than to train a new sponsor. To encourage expansion among existing sponsors, we identified the following activities:
   1. Make visits to sponsors to assist them in expansion.
   2. Encourage sponsors to expand sites: present awards to sponsors with greatest increase, include program expansion segment at sponsor workshops; provide technical assistance.
   3. Assist sponsors in overcoming barriers to reaching rural areas (mobile feeding sites, etc.)

F. Increasing Participation at Sites
In many instances, a sponsor and site are available in a needy area, but children who could participate in SFSP do not. The reasons may be among several: parents and children not aware of the program; children not having transportation to site; children not liking the meals; social stigma. We brainstormed and came up with the following strategies to increase awareness/participation:
   1. Provide sponsors with promotional materials to advertise their SFSP:
      a) press releases (have sponsors personally take them to local newspapers; talk with the editorial boards to encourage their interest and support)
      b) flyers distributed to students in school (include list of sites on the back)
      c) custom-written Public Service Announcements (have sponsors personally take them to local radio and television stations to encourage their interest and support)
      d) posters and signs to advertise program
      e) work with ministers of churches to advertise
f) promotions at school: "summer lunch day" with bag lunches
g) copies of flyers in mailings (AFDC, etc.)
h) use FRAC advertisement in newspaper
i) flyers posted at WIC clinics, grocery stores, Food Stamp offices
j) metal-frame signs (like real estate signs) to identify sites

2. Work with sponsors to enhance food quality/meal acceptability
   a) get feedback from children
   b) have sponsors share ideas
   c) include sessions at workshops for food ideas that work
   d) assist sponsors to improve quality of their meals

3. Assist sponsors to overcome existing barriers to participation
   a) work one-on-one with sponsors to address their needs
   b) assist sponsors in overcoming transportation problems: e.g. busing to sites, multiple small sites or "mobile" sites in rural communities

II. MANAGING OUTREACH: TOOLS TO ASSIST SA STAFF AND SPONSORS

A. Development of Potential SFSP Sponsor Intake Form
   It was discussed that, if outreach efforts are successful, potential sponsors would be calling the SA office to get more information on the program. If staff at the SA are not trained on how to handle such calls, the SA may lose that potential sponsor. It was determined that a form should be developed so that any staff will be able to take basic information from the organization. This intake form (see Attachment B) can be used also to track the status of each inquiry, and can thus be used as a way to measure the success of outreach efforts. This form can also be expanded to gather more detailed information about the organization's plans to administer the SFSP, so that SA staff can provide effective technical assistance.

B. Development of Booklet of SFSP Questions and Answers
   While discussing efforts to expand the program, staff emphasized the need to provide quality technical assistance for potential and existing sponsors. It would be wasted effort to recruit new sponsors if they were unable to properly administer the program. Therefore, it was determined that a technical assistance guide in the form of commonly asked questions and answers would be helpful for both SA staff and sponsors in assisting sponsors with program concerns. All conference attendees volunteered several questions, and it was decided to compile the questions and answers for use by all SE SA's.
III. REGULATORY CHANGES NEEDED TO IMPROVE SFSP OPERATIONS AND ASSIST OUTREACH EFFORTS

The State representatives agreed on the following positions as recommendations to make for regulatory or legislative changes in the SFSP.

A. Reimbursement Rates
SA's believe that one of the main impediments to expanding the SFSP to school food services (SFA's) is the current reimbursement structure. SA's recommend that the reimbursement for school sponsors be changed to a flat meals times rates formula. The SFA's would be willing and able to operate the program on a single reimbursement rate that is lower than the current administrative and operational rates combined if cost were removed as a factor. Therefore, more flexibility would be provided to SFA's in recovering costs of operating the SFSP. (SA's contend that the current operating reimbursement rate provides more funds than are needed and the administrative rate provides less funds than are needed). This would also encourage SFA's to sponsor the SFSP instead of vending the Program (when vending they can make a profit; when sponsoring, they can not.)

B. Review Requirements
The current review requirement (100% of sponsors with 10 or more sites, 70% of sponsors with less than ten sites, each year) is too restrictive to allow SA's to concentrate their review efforts on problem sponsors. The requirement should revised to require the same number of reviews, but allow SA's to count follow-up reviews and concentrate their efforts on problem sponsors. This would be much more cost effective and improve program operation. Sponsors who have no review findings need not be reviewed every year as in the current requirement.

IV. ACTIONS FOR SUMMIT PARTICIPANTS

A. Develop a SFSP Outreach Plan for 1995
SA's should have their 1995 SFSP outreach plan completed by December 1, 1994. The plan will include a targeted increase in ADP and list planned activities. SA's will share their plan with each State in the Southeast Region and the Regional Office. (Plan modifications may occur as a result of this State sharing.)

B. Provide Answers for the Q&A Booklet
Each SA should provide answers to one-eighth of the commonly asked questions identified during the Summit to the Regional Office by December 1, 1994. (Ellen Farrel, FL DOE, will distribute the questions by topic). SERO will review, consolidate, and distribute to SA's by January 15, 1995.
C. Comments on Revised SFSP Sponsor Application
SERO will provide SA’s with copies of the proposed revised SFSP sponsor application (currently Alabama’s application) for comments. (This has been done). Comments are due back to SERO by December 1, 1994. SERO will forward to Washington.

D. Comments on Modifications to Review Requirement
SERO will provide a proposed modification to regulatory review requirements to SA’s for comment. (This has been done). Comments are due back to SERO by December 1, 1994. SERO will forward to Washington.
ORGANIZATIONS TO CONTACT TO PROMOTE SFSP OUTREACH

1. State agencies (HHS, HUD, etc.)
2. School food service organizations (ASFSA, local groups)
3. Charitable organizations (United Way, etc.)
4. Recreation Departments
5. Advocacy groups (Hunger Coalition, child advocacy groups)
6. Law enforcement agencies; firemen
7. Indian tribal organizations
8. Community action agencies
9. PTA organizations
10. County extension agencies
11. National Youth Sports Programs
12. Boys and Girls Clubs
13. Boy Scouts and Girl Scouts organizations
14. Public health offices
15. Welfare directors
16. Migrant organizations
17. Jobs programs such as the PIC program
18. Grassroots organizations (NAACP)
19. "Even start" organizations
20. Churches
21. School superintendents
POTENTIAL SFSP SPONSOR INTAKE FORM

PART I: GENERAL INFORMATION

1. Name of Organization ______________________________

2. Type of Organization: ___School ___Government ___Church ___ Prvt. Non-Profit ___ Other (specify)

3. If private non-profit, do you have IRS tax-exempt status -- possess 501(C)3? (If no, this organization does not qualify to sponsor the SFSP.)
   ______ Yes ______ No

4. Full mailing address: __________________________________________
   __________________________________________

5. Name of county ________________________

6. Name of contact person ______________________

7. Day time Phone number ______________________

PART II: ADDITIONAL INFORMATION

7. How did you learn about the SFSP? _________________________________

8. Have you ever sponsored the SFSP before? If so, when? _________________________________

9. Do you operate any other feeding programs? _________________________________
   Describe: _________________________________

10. Do you operate any other activities for children during the summer? Describe:
    _________________________________

PART III: PREPARATION FOR ADMINISTERING THE SFSP

11. How many children are you planning to serve? __________________________

12. Are you planning to prepare your own meals? __________________________

13. How many sites are you planning to have? __________________________
Additional comments: ____________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

INTAKE TRACKING

Date of initial contact: ________________
Name of staff taking info: ________________
Action taken (check all that apply):
  _____ Informed contact that their organization is not eligible to sponsor SFSP.
  _____ Took information in Part I and referred to SFSP coordinator.
  _____ Took information and answered all questions.
  _____ Mailed information packet.
  _____ Set up appointment for technical assistance visit. DATE: ________________
  _____ Mailed application packet.
  _____ Informed the contact that someone will be calling them back to follow up.

Follow-Up Activities:

<table>
<thead>
<tr>
<th>Date</th>
<th>Name of Staff</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>