Subject: Summer Food Service Program (SFSP) 2000: Summer Sunshine Awards-
Application Packet

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

Based on the overwhelming success of the past two years' Summer Sunshine Awards, we are pleased to announce that Summer Sunshine Awards will be presented again in 2000. The purpose of these awards is to recognize outstanding efforts and achievements in the SFSP. Attached is a copy of the application packet (which includes the information packet and entry form) for the 2000 Summer Sunshine Awards. Detailed instructions regarding the eligibility criteria of nominees and nominating parties, and the process for filtering nominations through sponsors and/or State Agencies (SA) can be found in the information packet. Additional information regarding the Summer Sunshine Awards, including Program summaries of previous award winners and nominees, can also be accessed through the Child Nutrition website at: www.fns.usda.gov/cnd/summer/greatideas/ideasbook.htm .

For your information, we will be presenting awards for 2000 in the following five categories:

1) Special Populations
2) Program Access
3) Child Development Activities
4) Meal Service and Nutrition
5) State Agency Achievement

Nominations for awards can come from sponsors, State Agencies (SAs) or advocacy organizations; however, sponsors and advocacy organizations are only eligible to receive an award for categories 1-4 listed above. Summer Food Service Program (SFSP) SAs are eligible to apply, or be nominated, for the category of SA Achievement only.
All State Agency Directors

Nominations from or for SFSP sponsors must first be passed through the SA so that the SA may review the application before it is forwarded to the Regional Office. Applications from or for SFSP advocacy groups have the option of being sent through the SA, or being sent directly to the Regional Office.

Nominees may submit additional materials such as videos, pictures and promotional flyers to further illustrate the success of their SFSP. However, only the 3-page summary will be considered when evaluating the applicant for a Summer Sunshine Award.

SAs should share this application package with their SFSP sponsors and other interested parties. We further encourage SAs to promote these awards in your State.

All nominations should be sent to the Regional Office by AUGUST 25, 2000.

If you have any questions, please contact Edward Hart at (303) 844-0359.

Stella Nash
Acting Regional Director
Child Nutrition Programs

Attachment
Summer Food Service Program (SFSP)

2000 Summer Sunshine Awards

Information Packet

If you have experienced a successful year in SFSP, or have successfully overcome a challenge in your Program, we encourage you to apply for these awards today!

Purpose - Acknowledging Good Work in SFSP

The 2000 Summer Sunshine Awards are a continuation of the successful 1998 and 1999 awards. Through these awards, we acknowledge the outstanding achievements and hard work that has occurred throughout the country in the SFSP. The Summer Sunshine Awards allow us the opportunity to:

- encourage and acknowledge innovation, creative and successful partnerships, and increased access to eligible children;
- provide recognition to sponsors who have successfully implemented useful ideas; and
- share good ideas with State agencies and SFSP sponsors in order to initiate improvements in SFSP nationwide.

We are accepting applications for the 2000 Summer Sunshine Awards in the following five categories:

1. Special Populations
2. Program Access
3. Child Development Activities
4. Meal Service and Nutrition, and
5. State Agency Achievement.

Please refer to pages 2-4 for more detailed descriptions of each category.

Who may apply

- Local-level SFSP sponsors or advocacy organizations are eligible to apply, or be nominated, for the categories of: Special Populations, Program Access, Child Development Activities, and Meal Service and Nutrition.

- SFSP State agencies are eligible to apply, or be nominated, for the category of State Agency Achievement only.
Categories

Nominations from the following five categories will be considered for these awards:

1. Special Populations—This award is presented to a sponsor or advocacy organization that targets and serves “hard to reach” groups of children in SFSP. In your summary, you should emphasize how you used creative strategies to meet the unique needs of a special population, with the goal of increasing participation and keeping the children actively engaged in the program once it started. Special population groups include, but are not limited to: children of migrant workers; American Indian, Alaska Native, Hispanic, or Asian American children; children in rural areas; and children with special needs.

Be sure to respond to these questions in your Sunshine Award application:

a) Which special population(s) of children did your SFSP serve? Describe the children whom you have targeted and the site(s) where they receive their meals.

b) What barriers to participation did you encounter? Describe at least one challenge you encountered in serving these children and how you overcame it.

c) What specific strategies did you use to reach these children and accommodate their needs? Describe what you did and what results you achieved. For example, did you translate information or launch a special recruitment effort? How effective were these strategies?

d) How did you sustain your efforts? How did you maintain the interest of the children once they entered the program?

2. Program Access—This award is presented to a sponsor or advocacy organization that uses clever and creative activities in its program to promote participation in SFSP in its community. Program access includes outreach efforts at all levels such as: special mailings; contacts with State or local legislators; articles in publications; community coalition efforts, and/or personal contacts.

Be sure to respond to these questions in your Sunshine Award application:

a) What specific steps have you taken to encourage participation in SFSP in your community?

b) What resources (amount of staff time, number of posters distributed, etc.) did you expend on your outreach efforts? How many letters have you sent, personal contacts made, number of meetings attended, etc.?

c) What are measures you took to “sustain” your promotion efforts (and participation in SFSP) through the Program year?
d) What is one barrier that limited outreach efforts/program access and how did you address it? Please describe.

e) If you used USDA outreach materials, or created your own, how did you use these materials in your outreach efforts?

3. Child Development Activities—This award is presented to a sponsor or advocacy organization that makes special efforts to integrate child development activities into SFSP. Child development activities are social, recreational, or educational in nature, and may involve family or community members. Examples of these activities include: baseball and soccer games; puppet shows promoting nutrition; computer activities; and art projects teaching the importance of healthy lifestyles.

Be sure to respond to these questions in your Sunshine Award application:

a) What activities are provided at the site(s)? List activities and describe.

b) Do participating children have a “favorite” activity? Describe this activity. How did you implement it and what was the creative inspiration for this activity?

c) What strategies/activities do you use to keep the interest of all children (e.g., of different age groups or from different cultures)?

d) Were community or family members recruited to assist in these activities (e.g., businesses, teachers, parents of children, etc.)? If yes, describe how you incorporated these members into your program.

4. Meal Service and Nutrition—This award is presented to a sponsor or advocacy organization that enhances the nutritional content of SFSP meals served; improves the overall service of SFSP meals in the program; or implements efficient purchasing practices. Examples of this include incorporating nutrition education in the meal service; using environmentally friendly packaging; and incorporating culturally diverse meals into the menu.

Be sure to respond to these questions in your Sunshine Award application:

a) What specifically has your program done to improve the quality of SFSP meals or meal service? Describe your efforts, and your successes and challenges in doing this.

b) Can you give us one clear “before and after” example of how you improved your meal service or nutrition education training efforts? Describe how you did this and how you measured the results.

c) How are children directly benefiting from your efforts and how are you measuring this?
d) Does your program partner with another community group, local government agency or business? Identify their role in your program and how this partnership assisted you in providing better meal service to children in your community.

5. State Agency Achievement—This award is presented to a SFSP State agency that has demonstrated outstanding achievement and initiative in the Program this year, or in recent years.

Be sure to respond to these questions in your Sunshine Award application:

a) What is your strategy for SFSP outreach and method(s) for ensuring quality service? Give a detailed summary of both. Examples of this may include a recruitment campaign in low-income communities, or holding a training specifically for SFSP sponsors on food safety and handling.

b) What was the “approach”, or new initiative, you have taken this year to improve the SFSP in your State? Describe these “approaches” or initiatives, their objectives, and their outcomes.

c) Can you give a clear example of a sustainable project that you took at the both the State and local level to enhance the Program? Describe.

d) Does your State face any unique challenges that limit participation in SFSP or quality of services (e.g., severe shortage of State agency staff)? Describe how you are addressing this challenge and continuing to run a successful SFSP.

e) Do you coordinate (partner) with other public agencies or private organizations for promoting SFSP? Describe the partnership’s role and how successful it has been in your State.

How to apply

To apply for these awards, you must:

1. Complete the entry form on pages 6-7 of this package;

2. Attach this entry form to a summary (maximum of 3 pages, 12 point font) which describes why you believe your program deserves to be recognized in one of the five categories. Your summary should describe the activity or initiative and its impact on the success of the SFSP in your community. Your summary should also address the specific questions for the appropriate category; and

3. Submit your completed application by the established deadline. To determine if you should mail your application to the SFSP State agency or FNS regional office, please refer to the following information:
• If you are nominating a sponsor, or are a sponsor, you will need to mail your summary and completed entry form to the SFSP State agency. You should mail the application to your State agency no later than two weeks before the FNS regional office’s due date. Check with your State agency for more information on this due date.

• If you are nominating an advocacy organization, or are an advocacy organization, you have the option of submitting your summary and completed entry form to either the SFSP State agency or the FNS regional office. Please note, if you are submitting your application through the State agency, you should submit your application to the State agency no later than two weeks before the regional office’s due date. Check with the State agency or regional office for more information on this due date.

• If you are nominating a State agency (State Agency Achievement category), or are a State agency, you should submit your summary and completed entry form directly to your regional office by the established due date.

Notification of winners

All nominations will first be reviewed at the State agency or regional office level. Regional offices are responsible for selecting one nominee per category to forward to FNS Headquarters for final review, and selection of winners. Category winners will be determined in October and winners will be notified, in writing, shortly thereafter. Please be aware that there is no monetary compensation for these awards. Selected nominees and category winners may be featured in a publication that promotes the SFSP or be invited to participate in future conferences.

Questions

Any questions regarding these awards should be directed to your State agency or FNS regional office.
Summer Food Service Program (SFSP)
2000 Summer Sunshine Awards
Entry Form

Directions: After reading the application packet, please complete the information on this page, under Entry Form Information, and attach to your summary (3 pages maximum, 12-point font) to be eligible for consideration for a 2000 Summer Sunshine Award.
For more information on where to send your completed application, please refer to pages 4-5 of this package.

Entry Form Information
Name and address of applicant: 

Contact information
Name: 
Title: 
Phone: 
Fax: 
E-mail: 

Name of Program:

Award Category for which you are applying (circle one):

Special Populations
Child Development Activities
Program Access
Meal Service and Nutrition
State Agency Achievement

Meal service(s) you provide through SFSP (circle):
breakfast 
lunch 

Program Information (SFSP sponsors of multiple sites and State agencies applying for State Agency Achievement category—please use combined totals of all SFSP sites/sponsors whenever possible)

1. How many feeding sites do you have in your Program?: _______ How many SFSP sponsors do you have (State agencies only)?: _______

2. What is the average daily attendance (ADA) at your feeding site(s)?: _______
(Programs with more than one site should provide the sum of their ADAs for each site).

3. Of this number, approximately how many children do you serve on average per day who are: ______ migrant children, ______ American Indian or Alaska Native children, ______ Hispanic children, ______ Asian American children, ______ children in rural areas, or ______ children with special needs?

*** continued on next page ***
4. Annual participation or projected annual participation: Overall, you expect your Program will serve _____ children, _____ SFSP meals in 2000.

5. Overall, your Program served: _____ children, _____ SFSP meals last year (1999), if applicable.

6. If you are part of a partnership, please list the amount of money and/or additional resources (staff time, donated food items) your partnering agency(ies) contributed for the 2000 fiscal year:
   a. money, in $ amount ______________________
   b. additional resources, please specify resource and amount below:

(Do not write below this line)

***FOR STATE AGENCY USE ONLY***

State agencies applying for the category of State Agency Achievement do not need to complete this section for their application.

Name (please print): ________________________________

Title: ___________________ SFSP State agency: ___________________________

Signature: ___________________ Date: ______________

Phone number: _______________________

RECOMMEND _______  DO NOT RECOMMEND _______