SFSP-425

Subject: Summer Food Service Program (SFSP)
2001 Summer Sunshine Awards—Application Package

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

We are pleased to announce the availability of the 2001 Summer Sunshine Awards! The purpose of these awards is to recognize the outstanding efforts and achievements in SFSP. Attached is a copy of the application packet for the 2001 Summer Sunshine Awards.

Attached you will find a copy of the award application package which consists of:

- an information packet
- an entry form, and
- a copy of the evaluation criteria that will be used by the Headquarters review panel to score applications.

Detailed instructions regarding the eligibility criteria of nominees and the application submission process can be found in the information packet. Additional information regarding the Summer Sunshine Awards, including program summaries of previous award winners and nominees, can be accessed through the Child Nutrition Division website at: www.fns.usda.gov/cnd/summer/greatideas/ideasbook.htm.

Deadlines and Application Process

All nominations should be submitted to our office by September 1, 2001.
We look forward to another successful year with the 2001 *Summer Sunshine Awards*! If you have any questions, please contact Tonya Pinkowski at: (303) 844-0359.

DARLENE SANCHEZ
Acting Program Director
Child Nutrition Programs

Attachment
Summer Food Service Program (SFSP)
2001 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

Through the Summer Sunshine 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 2001 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 the following pages for more detailed descriptions of each category.

Eligible Applicants

- 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 or Alaska Native children; children from other minority populations; 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)? Describe the activities.

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 or plate waste reduction strategies. 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 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., shortage of staff)? Describe how you are addressing this challenge and continuing to run a successful SFSP.

e) Do you coordinate, or 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

2. Attach the entry form to your summary. The summary should: explain why you believe your program deserves to be recognized in one of the five categories; describe the activity or initiative and its impact on the success of the SFSP in your community; address the specific questions for the appropriate category; and be a **maximum of 3 pages and written in a 12 point font or larger**

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 if you are a sponsor, you will need to mail your summary and completed entry form to your 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 if you 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 if you 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. Winners will be notified, in writing, by FNS shortly after the final review process is completed. 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)
2001 Summer Sunshine Awards
Entry Form

Directions: After reading the application packet, please complete the information on this page and attach it to your summary (3 pages maximum, 12-point font) to be eligible for consideration for a 2001 Summer Sunshine Award. For more information on where to send your completed application, please refer to the How to Apply section of this package.

Entry Form Information
Name and address of applicant: Contact information
Name: Name:
Title: Title:
Phone: Phone:
Fax: Fax:
E-mail: E-mail:

Name of Program:

Award Category for which you are applying (circle one):
Special Populations Program Access State Agency Achievement
Child Development Activities Meal Service and Nutrition

Meal service(s) you provide through SFSP (circle all that apply):
breakfast lunch snack supper

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 ______ children in rural areas, ______ children with special needs, or ______ children from other minority populations (please specify below)?

*** continued on next page ***
4. Annual participation or projected annual participation: Overall, you expect your program will serve ______ children, ______ SFSP meals in 2001.

5. Overall, your program served: ______ children, ______ SFSP meals last year (2000), 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 2001 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 ______
Summer Food Service Program (SFSP)
2001 Summer Sunshine Awards
Evaluation Criteria

The criteria presented below will be used when evaluating nominations for the 2001 Summer Sunshine Awards for all five categories, at the national level. For consistency purposes, we encourage State agencies and regional offices to use the same evaluation criteria when considering nominations at the local level.

1. **Community Partnerships (maximum 25 points)**—Maximum score will be awarded to partners who effectively work together to establish positive relationships and increase the overall quality of SFSP. Partnerships can include working relationships between State agencies, sponsors, community groups, advocacy organizations, public agencies, businesses, schools and/or families.

2. **Increased Quality of Service (maximum 25 points)**—Maximum score will be awarded to programs that took measures to enhance the nutritional content and quality of SFSP meals. Points will also be awarded to programs that have improved access to activities that were offered at the feeding site(s). If applicable, nominees can discuss any recognition the program received from participants, parents, or other community members as an indicator of increased quality of SFSP service.

3. **Innovation (maximum 20 points)**—Maximum score will be awarded to innovative and successful ways of combating barriers to participation, successfully overcoming program challenges, or creative additions to program operations. Examples of innovative and creative ideas can be found on USDA’s Child Nutrition website at: www.fns.usda.gov/cnd/summer/greatideas/ideasbook.htm.

4. **Sustainability/Transferability (maximum 15 points)**—Maximum score will be awarded for ideas and programs that can demonstrate a commitment to program continuation on the part of administering agencies, program participants, community leaders, and/or family members. Points will also be awarded for the overall usefulness of the idea and how easily other State agencies, sponsors, and partnering agencies can incorporate it into their program (i.e., the transferability of the idea).

5. **Cost Effectiveness (maximum 10 points)**—Maximum score will be awarded for ideas that make good use of available resources, labor and budget. High points will be awarded to programs that are “doing more with less” to run a cost-effective SFSP that keeps expenses at a minimum and obtains maximum results.

6. **Presentation (maximum 5 points)**—Maximum score will be awarded for applications that are complete, clear and succinct. Nominations must not exceed the 3-page limit.

Total Maximum Score: 100 points

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