Reply to
Attn of: SFSP-529  
April 7, 2006

Subject: Summer Food Service Program (SFSP) Outreach/Training Video for Sponsors

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

Under separate cover your office will be receiving a CD of the new video presentation for the SFSP entitled “Summer Meals for Kids: Checking out USDA’s Summer Food Service Program”. It was produced by our Mid-Atlantic Regional Office working with USDA’s Office of Communications, Broadcast Media and Technology Center.

This video is ten minutes in length and is intended to serve two purposes. First, it can be used as an outreach tool. When state agency staff members receive phone inquiries from interested organizations, this CD can be easily mailed along with other information. It is easy to view and will inform sponsors of the basic concepts of what is required in the SFSP and ultimately encourages sponsors to complete an application. It can also be used to begin training sessions of new sponsors providing them with a quick summary of the topics to be covered.

We hope you will find this to be a valuable resource. If you have any questions, please contact the SFSP staff at (303) 844-0354.

DARLENE SANCHEZ  
Regional Director  
Special Nutrition Programs