



Summer Meal Programs Annual Sponsor Training

Summer Meal Programs Outreach Training

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Bureau of Child Nutrition Programs

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1



Summer Meal Programs Outreach




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2

Mandatory Public Notification for Summer Meal Programs

Seamless Summer Option (SSO) of the National School Lunch Program

- 7 CFR 210.12(d)(2): All school food authorities (SFAs) participating in National School Lunch Program are required to inform households of availability and location of free meals when school is not in session



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3

Mandatory Public Notification for Summer Meal Programs

Summer Food Service Program (SFSP)

7 CFR 225.15(e): Each sponsor must annually announce in the media serving the area from which it draws its attendance the availability of free meals. Sponsors of camps, closed enrolled sites, and conditional non-congregate sites must notify participants of the availability of free meals and if a free meal application is needed.




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4

Who to Include in Outreach Efforts

- 7 CFR 225.15(e): Sponsors required to annually announce availability of free meals in the media serving area from which sponsor draws its attendance




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5

Who to Include in Outreach Efforts

- Sponsors of camps, closed enrolled sites, and conditional non-congregate sites must notify participants of availability of free meals and if household application is needed




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6

Who to Include in Outreach Efforts

- Once sites are approved, it is important that households are aware of open site locations and availability of meals



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7

How to Outreach without Approved Sites

- Accurate information is the best information
- Do not provide fliers or Summer Meal Program materials with information that could change




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8

How to Outreach without Approved Sites

- Share website addresses/QR codes to sponsor website where information can be updated in real time
- Direct households to USDA's **Summer Meals for Kids Site Finder** for most current Summer Meals site operation information



<https://www.fns.usda.gov/summer/sitefinder>

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9

USDA SUN Program Campaign Goals

- USDA publicly launched new SUN programs brand to generate widespread awareness and create excitement
- Educate and motivate households to maximize use of all SUN programs available to their children
- Support stakeholders to engage their communities at regional, state, and local levels




<https://www.fns.usda.gov/summer>

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10

SUN Programs: Shareable Materials

- Download customizable materials to promote SUN programs
- Digital, brand and print materials available in English, Spanish, and additional languages




<https://www.fns.usda.gov/summer/toolkit>

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11

Examples of Using SUN Customizable Campaign Materials

- Print and distribute fliers, posters, and rack cards in your community
- Promote SUN Programs on social media and amplify USDA's social content
- Distribute information to your networks via email and newsletters
- Use the campaign collateral in local or regional marketing efforts
- Prominently link to SUN programs landing page from your website



<https://www.fns.usda.gov/summer/sunmeals>

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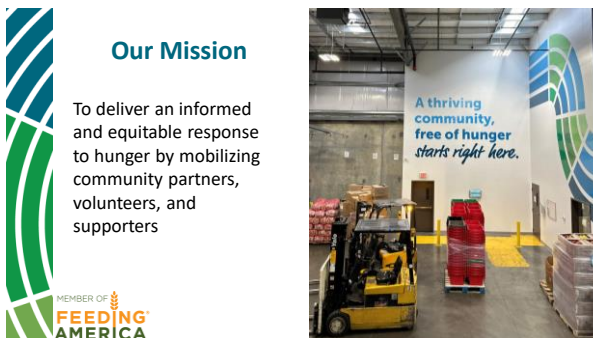
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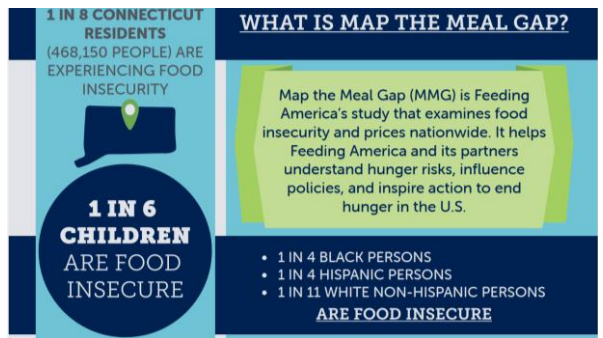
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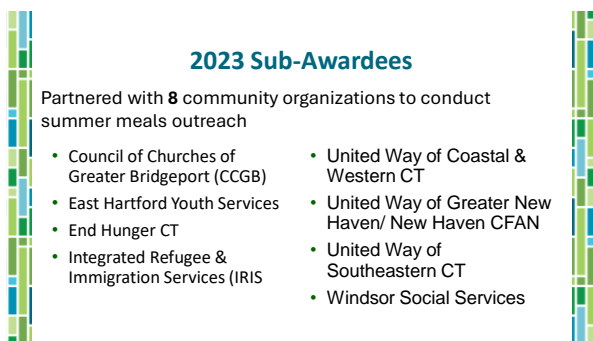
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15



16



17



18

2023 Sub-Awardees

Partnered with **11** community organizations to conduct summer meals outreach

- Access Community Action Agency
- AHM Youth and Family Services
- Friendship Service Center (New Britain)
- Integrated Refugee & Immigration Services (IRIS)
- New Horizons Food Pantry
- Shining of Lion of Juda
- Town of East Hartford
- United Way of Coastal & Western CT
- United Way of Greater New Haven/ New Haven CFAN
- United Way of Southeastern CT
- Windsor Social Services

19

Outreach Methods

- Canvassing: food assistance programs, mobile pantries, SNAP/ WIC offices, and family group events
- Community events (National Night Out and Back to School)
- Email promotion to mailing lists
- Hunger Action Team (HAT) meetings
- Lawn signs

20

Outreach Methods

- Media blitzes and campaigns
- Press conferences
- Promotional wraps on city buses (New Haven)
- Purchased social media ad space
- Social media posts
- Town centers: town halls, libraries, community centers

21



East Hartford

Free Summer Meals

For kids and teens




23

East Hartford has a diverse community

As of 2023

East Hartford demographics

- Caucasian 30%
- Black (Non-Hispanic) 28%
- Asian/Other Non-Hispanic 5%
- 2+ Races Non-Hispanic 3%
- Hispanic 34%



24

East Hartford has partnered with Summer Meals Program for over 10 years

A positive partnership where families can receive meals for children during summer season

Families count on these kinds of programs to help support their families with food insecurities



25

For summer 2024 East Hartford had 8 locations throughout town

Providing free summer meals

Families receive fliers at school and at mobile foodshare locations in East Hartford and by "word of mouth" outreach efforts



26

Tips/Suggestions

Beneficial to receive notifications (e.g., fliers, posters) before school ends to ensure families receive program information before summer school recess

Make sure school's PTO and school staff receive flier to give to guardians/parents



27

New Horizons Living Centers



28

Calling All SUN Meals sponsors

- Connecticut Foodshare is seeking to partner with sponsors to establish meal sites at food pantries and/or mobile locations
- Email us at institute@ctfoodshare.org

29



Resources

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30

CSDE Webpage

Summer Food Service Program (SFSP)

- Annual Training



<https://portal.ct.gov/sde/nutrition/summer-food-service-program/annual-training>
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31

USDA Webpage

Summer Meals for Kids Site Finder



<https://www.fns.usda.gov/summer/sitefinder>
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32

**Questions?
Contact CSDE's
Summer Meals Staff**

https://portal.ct.gov/-/media/sde/nutrition/cnstaff/county_assign_summer_meats.pdf

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33

Thanks for participating!

- More guidance and resources



<https://portal.ct.gov/sde/nutrition/summer-food-service-program/annual-training>
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34

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2. fax: (833) 256-1665 or (202) 690-7442; or
3. email: program.intake@usda.gov

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35

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36