



Summer Meals Newsletter

JUNE 2016 • SPONSORS

SUMMER IS FINALLY HERE...
LET'S MAKE HUNGER DISAPPEAR!

What's New?

NOW AVAILABLE: Summer Food, Summer Moves! Print versions! This fun, hands-on resource kit designed to help summer meal site operators get kids and families excited about healthy eating and physical activity during the summer months is now available in print. You can order yours here: <http://www.fns.usda.gov/summer-food-summer-moves>



Streamlining SFSP and CACFP Afterschool Meals: Share Our Strength has created a new resource that helps State agencies and sponsors better understand the similarities and differences between SFSP and CACFP Afterschool Meals. https://bestpractices.nokidhungry.org/afterschool-snacks-meals#dialog_1568

Upcoming USDA and Partner Events

June 2nd, 2pm EST

Food Research & Action Center: *Mind the Gap—Partnerships and Strategies for Serving Meals All Summer Long*

http://org2.salsalabs.com/o/5118/p/salsa/event/common/public?event_KEY=81571

June 9th, 2pm EST

Share Our Strength: *Summer Meals Program Webinar for Congressional District Staff Members*

<https://bestpractices.nokidhungry.org/events/2016/june/9/summer-meals-program-webinar-congressional-district-staff-members>

Resources for Sponsors

Local Foods and Educational Activities in Summer Meal Programs: This webinar features two partnering organizations that have had success in farm to summer, and provides an overview of how to engage local producers and incorporate local food alongside fun activities into your summer meal program! <https://www.youtube.com/watch?v=6PU DRwPOIEg>



Planning Events for Summer

Hosting a kick-off event to promote summer meals is a great way to engage sponsors, partners, families, and the community!

Kick-off events introduce summer meals to your community and you have the opportunity to make it any kind of event you want! The goal of kick-off events is to get parents, children, and the community excited about your summer meal program. Your organization’s event can be as simple as inviting parents for a day of fun to jump start your summer meal service, or a major event with public officials or celebrities and media. Whatever you choose for your event, be sure to make the activities fun, fresh, and entertaining!



To be most effective, kick-off events should take place right after the academic school year ends, the first day of programming, or at the beginning of June during National Summer Kick-Off Week. The location of your kick-off event will depend on the number of people expected to attend, funds available, and your organization’s capacity. Good examples include community centers, public libraries, municipal parks, or meal service sites.

Partner engagement is the key for any successful event. By partnering with different groups in your community, you can make your event the hub for sharing information about services that are available in your community. Consider teaming up with local organizations such as area food banks, WIC clinics, schools, libraries, hospitals, and community health centers, fire and police departments, radio and television stations, Boys and Girls Clubs, YMCAs, Girl Scouts, military support and youth service organizations, utility companies, museums, municipal parks and pools, colleges and universities, and American Red Cross and 2-1-1 chapters.

Did you know? Historically, site attendance drops off after July 4th every summer. Take advantage of community events surrounding Independence Day and make a plug for summer meals at parades and neighborhood BBQs!

Keep the Momentum! Kick-off events set the stage for summer, but it’s important to keep that momentum going! Keeping the community engaged and coming back to your sites week after week is essential to summer success. Having Spike Events, similar to kick-off events, to re-engage the community and remind families of the importance and availability of summer meals can ensure that you reach as many children in your community in need of healthy meals!

Summer Jobs + Summer Meals = Summer Opportunity !



This summer, the White House and Federal agencies are championing greater youth access to jobs, learning experiences, and food, all of which prepare them for future success! Check out the Summer Jobs + Summer Meals = Summer Opportunity resources to learn how your organization can get involved! http://www.fns.usda.gov/sites/default/files/cn/usda-dol_summernewsletter.pdf