

What does this mean?

SFA's should promote summer feeding sites in the attendance area of their schools, regardless if their own district is sponsoring the feeding sites.

Why?

- For children who rely on free and reduced price meals the summer months can be difficult when budgets may be stretched.
- Studies show that kids are at a higher risk for both obesity and hunger during the summer months.

Healthy Options

By promoting summer feeding, students and their families can find free, healthy meals during the summer months.

Promotion of Summer Feeding

If an SFA is contacted by a summer feeding sponsor to provide information on summer feeding sites, SFA's must provide that information to their students.



SFSP Outreach

An SFA can distribute information to households including the location of nearby SFSP meal sites, times of service, and SFSP service institution contact information. The SFAs may distribute the information through means normally used to communicate with the households of enrolled children.



SFSP Outreach

Acceptable activities may include developing or disseminating printed or electronic materials to families of school children prior to the end of the school year, which provide information on the availability and location of SFSP meals.

Creative ways to distribute information

- o "One call" to parents
- o Flyers to families in student backpacks
- o District website
- o SFSP posters
- o PTO/PTA meeting presentation
- o Contact community groups, churches to help get the word out!



SFSP Outreach

The SFSP Outreach Toolkit for Sponsors and Feeding Sites includes fliers, letters to parents, and other materials that may help schools raise program awareness among students and their families. The SFSP Toolkit is available at http://www.fns.usda.gov/cnd/Summer/library/SFSP_toolkit.pdf

No Summer Program?

If an SFA is not sponsoring summer feeding sites and has not been contacted by another organization, SFA's can still promote summer feeding to their students.



Breakfast Outreach

The Healthy, Hunger-Free Kids Act of 2010 (the Act), Public Law 111-296, establishes requirements for conducting outreach in the Summer Food Service Program (SFSP) and the School Breakfast Program (SBP).

How to promote

- Contact SFSP staff at SCN and request summer feeding posters to display in schools.
- Provide the web address to the Whyhunger website where families can search for summer feeding sites anywhere in the U.S.

<http://www.whyhunger.org/findfood>



Breakfast Outreach

Policy Memo SP-40-2011 was issued on June 15, 2011 states that schools participating in the SBP must inform families of the availability of breakfasts.



Breakfast Outreach

A notification of the availability of breakfast must be relayed just prior to or at the beginning of the school year in the informational packets that are sent to each household with free and reduced price meal applications for the new school year. In addition, schools should send reminders regarding the availability of the SBP multiple times throughout the school year.



Breakfast Outreach

Schools can provide reminders to children through their public address systems in schools or through means normally used to communicate with the households of enrolled children. Other acceptable outreach activities may include developing or disseminating printed or electronic material to families and school children. For example, information about the SBP should be posted on the school's website.



Breakfast Outreach

SFAs are encouraged to use the information in *Expanding Your School Breakfast Program*, the SBP Toolkit found at <http://www.fns.usda.gov/cnd/Breakfast/expansion/default.htm>, as a resource for outreach and expansion activities.

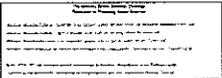
**Resolution by the Kentucky Board of Education
Promoting School Breakfast**

- In February 2014, the Kentucky Board of Education signed the Breakfast Proclamation showing their support of the importance of the School Breakfast Program



The Kentucky Breakfast Challenge

- To support and celebrate the proclamation; SCN, SUDIA and Action for Healthy Kids launched the Kentucky Breakfast Challenge.



How does the Challenge work?

- Schools that participate will measure their ADP for breakfast of 2014 and compare it to their ADP for school breakfast of September of 2013.
- Schools that have the greatest percentage increase (the top three) win a cash prize.
- Schools will be competing in one of six categories: CEP (Elem, Mid, High) and NON-CEP (Elem, Mid, High)

Would you a few new ideas to increase your participation?

- SUDIA and Action for Healthy Kids are both offering grant opportunities to provide funding and assistance to help make your program the best.
- For more information: see the School Breakfast Resource page on our website.



Have questions?

- If you have any questions or need assistance regarding the Kentucky Breakfast Challenge, contact:

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Take the Challenge!



Breakfast Outreach

Many helpful SBP expansion resources and materials are available through Team Nutrition, State agencies and other local, State and national organizations.