


# SUMMER FOOD SERVICE PROGRAM AND OUTREACH TOOLKIT



Suzanne Callor  
Arizona Department of Education



# SUMMER FOOD SERVICE PROGRAM (SFSP)

- What is the Summer Food Service Program?
    - The Summer Food Service Program (SFSP) is a federally-funded, state-administered program.
    - The SFSP provides reimbursement to approved sponsors who serve healthy meals to children and teens in low-income areas, at no charge, primarily during the summer months when school is not in session.
  - Three Main Entities Involved:
    - State Agencies
    - Sponsors
    - Sites
- 

# SUMMER FOOD SERVICE PROGRAM (SFSP)

## ○ **State Agencies:**

- Recruit sponsors and organize sites, provide training and TA to sponsors, monitor sponsors, and process claims and distribute reimbursements to sponsors

## ○ **Sponsors:**

- Recruit sites and provide them with training and TA, monitor sites, conduct outreach to families in the community

## ○ **Sites:**

- Feed and supervise kids, provide activities, conduct outreach to draw kids to the sites



# SNAP-Ed AND SFSP—MAKING A CONNECTION

- Sponsors may consider selecting site locations based on the potential for **community partnerships**.
- Partnering with community-based organizations can be helpful in **building awareness** of the Program, finding additional financial support, coordinating **site activities**, and recruiting volunteers to serve meals to children.



# SNAP-ED AND SFSP—MAKING A CONNECTION

- **Strategy 4: Support implementation and promotion of the Summer Food Service Program (SFSP).**
  - The Summer Food Service Program offers children nutritious meals during the summer, and in turn, curbs the higher risk of going hungry during the summer months.
  - Work towards fighting hunger during the summer break when children do not have access to the free and reduced price lunches provided by the USDA.



# WHERE WE ARE

- Year 1 - What have we learned so far and what can we continue to learn?
  - Connecting with sponsors and sites can be a challenge
    - Short timeframes to plan because of ADE's approval process
  - Program has short duration and is dynamic
  - When and how to connect with sponsors and sites
    - School sponsors versus private non-profits
    - How can ADE help?



# RESOURCES FOR IMPLEMENTATION AND OUTREACH



- USDA Summer Meals Webinars (available for viewing)
  - SFSP 101
  - Best Practices for Tackling the Transportation Challenge
  - Engaging Faith-Based and Neighborhood Organizations
  - Engaging Tribal Organizations



# SUMMER FOOD SERVICE PROGRAM OUTREACH TOOLKIT





# BACKGROUND

AZNN, in partnership with the Arizona Department of Education, is working to increase statewide participation in the Summer Food Services Program (SFSP).

AZNN has created a complete outreach toolkit after conducting research.

1. Identify which concept resonates most with mothers and kids in the target audience.
2. Ascertain current awareness and perceptions of the program.
3. Determine which factors/messages will prompt increased participation in the summer food program.
4. Evaluate the best means of promoting the program.



# FOCUS GROUP METHODOLOGY



## Arizona Statewide

Moms with kids eligible for the School Lunch & Summer Lunch Programs

### Qualifications:

- Age: 18 – 49
- Moms of kids ages 2 – 12
- Ethnicity: Mix
- HH Income: 185% of poverty level

### In Depth Interviews (Phone)

15 English-speaking  
14 Spanish-speaking



# FOCUS GROUP METHODOLOGY



Phoenix, January 11

Kids eligible for School/Summer Lunch

## **Qualifications:**

- Age: 9 -12
- Gender: Mix
- Ethnicity: Mix
- HH Income: 185% of poverty level

**Groups: 1**  
**Participants:**  
**7**



# CREATIVE CONCEPTS

## Concept 1

Summer Lunch Bunch

Sub Head: School Is Out But Lunch  
Is Still On

## Concept 2

Summer Lunch Buddies

Sub Head: Helping Kids Eat  
Healthy

## Concept 3

Eat Up Meet Up

Sub Head: Keeping Kids Healthy  
All Summer Long



# Presentation of Findings



# Collage Exercise

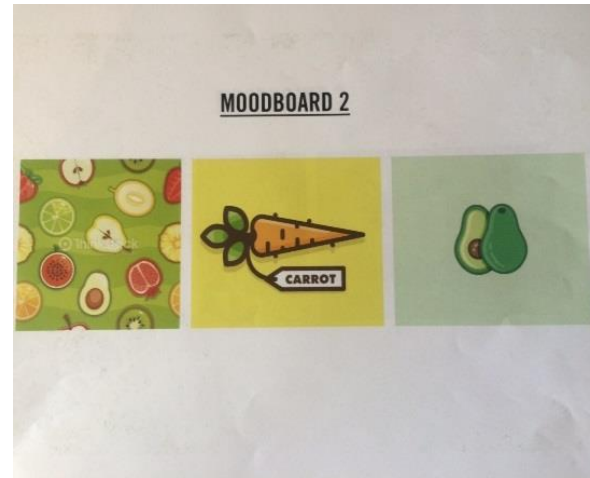


# IMAGE TESTING

## ★ PORTRAIT



## VECTOR



## FOOD CREATIONS



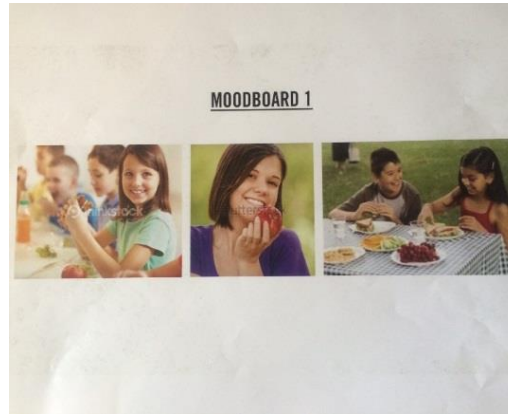
## FOOD LETTERING



# MOMS' REACTIONS TO MOODBOARDS



## PORTRAIT



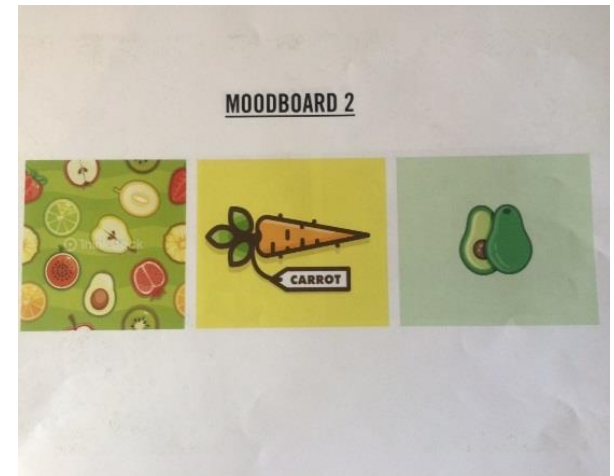
- Very relatable
- Shows different varieties of food that might be available
- Kids having a good time and eating healthy food
- Variety of kids eating healthy and socializing
- Feels a little bit generic, like in a doctor's office – doesn't say "lunch program"



# MOMS' REACTIONS TO MOODBOARDS

## VECTOR

- Might appeal to younger children
- Seems a bit childish
- Too much emphasis on vegetables
- Looks like wallpaper
- Too cartoonish
- Pretty plain; doesn't pop out
- Not as catchy; very basic like clip-art
- Lacks warmth



# MOMS' REACTIONS TO MOODBOARDS

## FOOD CREATIONS



- Playful
- Looks fresh, healthy and inviting at the same time
- This would make my kids want to go and eat there
- Shows healthy food as fun
- It would be cool to do this at the program
- Eye-catching
- Doesn't show social aspect of program
- Only shows breakfast foods, needs to be lunch foods

# MOMS' REACTIONS TO MOODBOARDS

## FOOD LETTERING



- Might apply to older kids or those who like to cook
- Cool, but more for adults
- Too serious or formal
- None of the food items look appealing
- Pretty fancy; more “restauranty”
- A little too busy; looks like Pinterest or a cookbook cover
- Focused more on adults; like a grocery ad
- Not kid-friendly

# KIDS' REACTIONS TO MOODBOARDS

## ○ PORTRAIT

- Liked it because it shows kids eating together
- Looks like “buddies” eating together.

## ○ VECTOR

- This fits with “helping kids eat healthy”

## ○ FOOD CREATIONS

- I like how the healthy foods are interesting and pop out
- It's healthy food
- Like the butterfly

## ○ FOOD LETTERING

- It's good for summer

# MOMS' PROGRAM SUGGESTIONS (UNAIDED)

Following are mom's **unaided** suggestions for ideas to make the summer program appealing. Bolded items were most frequently suggested.



- **Sports (soccer, basketball, summer sports)**
- Dance
- Exercise
- Obstacle courses
- Water balloons
- **Playground time**
- Jumping rope

- **Board games**
- Puppet Shows
- Movies with positive messages
- Scavenger hunt
- Pajama Day
- Crazy Hair Day

- **Arts and crafts**
- Coloring
- Activity sheets
- Building things
- Simple science projects
- Reading
- Sewing

- Make food like in "Food Creations" Moodboard
- **Let kids make simple lunches**
- Let parents help kids make lunch

- Parent/kid "Olympics"
- Talent contest
- "American Idol" contest

- Start a community garden
- Let kids grow vegetables

- Offer parent resources
- **Quick recipes for parents (or recipe swap)**
- Bonding time with kids
- Teach parents more about eating healthy

# CREATIVE CONCEPTS

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# WINNING CONCEPT

**Headline: Summer Lunch Buddies**

**Sub-Headline: Helping Kids Eat Healthy**

**Concept Explanation:** This concept emphasizes the value of the summer lunch program as a way for kids to get healthy food, as well as its ability to bring kids together in a social atmosphere.

59%

% of moms preferring Concept 2

- Says kids will be there
- “Healthy” is good
- Fun
- Buddies is inviting
- Straight to the point
- Catchy and cute
- Relatable to kids

57%

% of kids preferring Concept 2

- I like this one
- It pops out more than the others
- Eating with friends and more healthy



# FINDINGS

**Address the convenience concerns that moms have with the summer program:** Communicate ways to find closer locations.

**Use the “Summer Lunch Buddies” message with the Portrait style images:** It strongly communicates the message that lunch is available during the summer, as well as the added benefit offering children the opportunity to spend time with their friends during the lunchtime event.

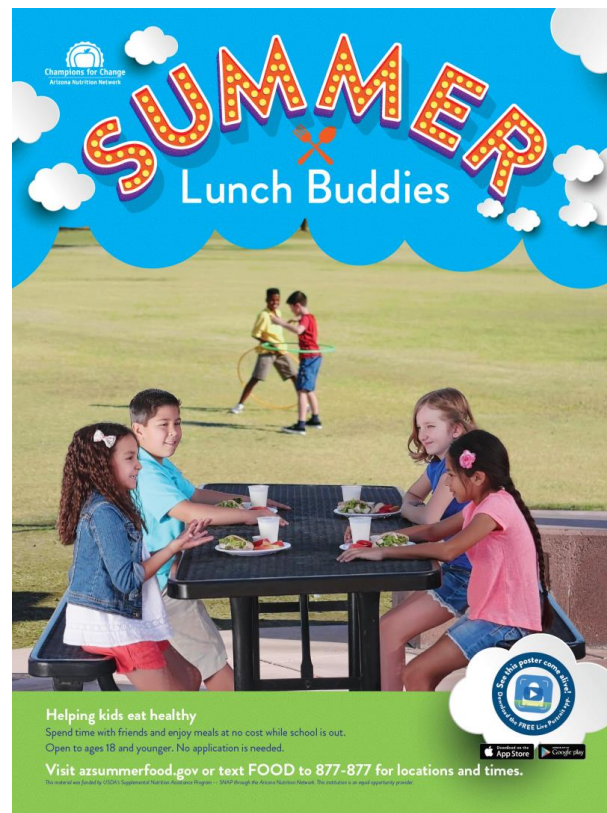




# FINDINGS

**Reframe perceptions:** Messaging needs to reflect healthy food and quality of what is served.

**Increasing program offerings will also increase Summer Food Program participation**



# FINDINGS

**English promotions should include a website along with an option to text for locations.**

**Spanish promotions should be via television or flyers from the schools.**

**Target kids with information about the activities and social aspects of the program.**



# PROMOTING TO MOMS

The best ways to promote to English-Speaking moms are via a website or texts, while Spanish-speaking moms are more likely to pay attention to television or school flyers.

## English-Speaking Moms Preferences



Website



Text for location

## Spanish-Speaking Moms Preferences



Television



School flyer or  
In newsletter

## Kids' Suggestions



Social Media



# BASED ON FINDINGS

Materials developed include:

- Poster
- Flyer (color and BW)
- Post Card (color and BW)
- Magnet
- Radio script :15 and :30
- Online ads/images
- Social posts samples
- Web videos

