



Summer Food Service Program



Bulletin

Child Nutrition Programs
Teaching and Learning Support
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To: SFSP Sponsors
Program Reviewers

Date: March 31, 2015

Bulletin: 2015-06

From: Alicia Stephens
SFSP Program Specialist

Subject: USDA Policy Memos and Information

USDA Policy Memos, Information & Implementation Memos:

To view previous USDA policy memos, visit:

<http://www.fns.usda.gov/sfsp/policy>

1. SFSP 11-2015 Assessing Costs in the Summer Food Service Program
2. SFSP 12-2015 Administrative Review Process Regarding the Child Nutrition (CN) Label, Watermarked CN Label and Manufacturer's Product Formulation Statement
3. SFSP 13-2015 CN Labels Copied with a Watermark Acceptable Documentation
4. SFSP 14-2015 Guidance on Prohibition of Separation by Gender During CNP Meal Service

Additional Topics:

- CNP Web Up for 2015
- Upcoming Annual SFSP Trainings & Registration (*attached*)
- Intent to Operate (*attached*)
- Proactive Planning – What to do this Month
- Intergenerational Meal Sites
- Fuel Up to Play 60 Flag Football Kits
- SFSP Kick-Off Challenge
- Grant Opportunities
- Offer vs. Serve Tools
- Upcoming Webinars

Program changes as a result of USDA Policy Memos are to be implemented immediately. Please file this bulletin for reference, guidance and compliance with the Summer Food Service Program. Feel free to call the Child Nutrition Programs office if you need further clarification.

USDA Policy Memos, Information & Implementation Memos:

1. SFSP 11-2015 – **Assessing Costs in the Summer Food Service Program**
The attached tip sheet on “Assessing Costs in the Summer Food Service Program (SFSP)” provides guidance on the process State agencies and sponsors should use when considering proposed uses of the nonprofit food service account funds for SFSP-related costs. This handout is included in your 2015 training materials.
2. SFSP 12-2015 – **Administrative Review Process Regarding the Child Nutrition (CN) Label, Watermarked CN Label and Manufacturer's Product Formulation Statement**

The purpose of this memorandum is to provide State agencies and Child Nutrition Program operators, including the National School Lunch Program, School Breakfast Program, Child and Adult Care Food Program, and Summer Food Service Program, with additional information and clarification on the Administrative Review (AR) process regarding the: 1) Child Nutrition (CN) Label, 2) Watermarked CN Label, and 3) Manufacturer's Product Formulation Statement (PFS).

3. SFSP 13-2015 – ***CN Labels Copied with a Watermark Acceptable Documentation***

The purpose of this memorandum is to clarify that a Child Nutrition (CN) Label copied with a marking referred to as a “watermark” is acceptable documentation for an Administrative Review. A CN label with a watermark is used when the CN logo and contribution statement are used on product information other than the actual product carton and is presented as a separate document. Manufacturers may provide schools with a CN label with a watermark during the bidding process. (Original CN labels on product cartons will not have a watermark).

4. SFSP 14-2015 – ***Guidance on Prohibition of Separation by Gender During Child Nutrition Program Meal Service***

This memorandum explains the prohibition on separation by gender during Child Nutrition Program meal service and outlines select circumstances under which gender-based separation may be permissible. This memorandum supersedes previously rescinded guidance SP 32-2012, CACFP 16-2012, as well as SFSP 12-2012, “Prohibition of Separation by Gender during Child Nutrition Program Meal Service,” originally issued May 9, 2012.

Additional Topics

- **CNP Web up for 2015**

The Child Nutrition Programs (CNP) web-based database is now up. Returning sponsors and administrators should already have access. For new administrators with returning sponsors, you can fill out the CNP web authorization form for access here:

http://www.eed.state.ak.us/tls/cnp/docs/cnp_web_user_authorization.doc

The CNP web can be found here: <https://cnsonline.alaska.gov/cnpweb/>

New sponsors and their administrators will not have access to the CNP web until complete paper applications have been submitted and reviewed for approval.

- **Upcoming Annual SFSP Training (*required for all new and returning sponsors*)**

Annual Training is required every year in order to be an eligible sponsor and receive reimbursement for participation in Summer 2015.

Distance training for school districts will be held on Thursday, April 2nd.

Distance training for all other sponsors (new and returning) will be held Thursday, April 9th. You must be registered to participate. You can submit training registration to alexis.hall@alaska.gov

- **Intent to Operate (*required for all returning sponsors*)**

Sponsors of the SFSP are required to submit in writing, their intention to operate the program and the sites they plan to serve. Please indicate which sites you plan on operating, as well as any additions or deletions of sites that you know of at this time. If you are not planning to participate in the SFSP, please advise our office so that a termination form may be sent to your agency. Please submit Intent to Operate to alexis.hall@alaska.gov

- **Proactive Planning – What to do this Month**

- Review sites and ensure you are aware of their locations, operational hours, staff, and dates for monitoring.

- Think about how meals will be delivered to the sites and how many will be served.
- Complete preoperational site visits.
- Ensure administrative staff is trained.
- Finish Application/Renewal forms and contract with your food service management company, if applicable.
- Check with your State agency to determine if there are any potential sites lacking sponsors or areas lacking sites and sponsors and consider extending service to those areas.
- Reach out to your local schools, and ask how they are willing to be engaged in Summer Meals this year.
- Begin Kick-Off Event planning with your local community and State agency.

- **Intergenerational Meal Sites**

In summer 2014, community leaders in Jefferson County, West Virginia, identified the need for more SFSP sites. The Trinity MEAL program, a faith based community invested in reducing hunger in the county, identified senior lunch programs that were able to address the need for additional meal sites. These programs already served meals that met the SFSP meal pattern nutrition standards making it easier for them to take on the program in addition to feeding seniors. This collaboration increased the number of children receiving summer meals and brought excitement to participating seniors. Sponsors also planned intergenerational activities like reading, a dance, and community gardening.

Now is a great time to start intergenerational collaborations to ensure there are enough sites in your State to feed eligible children. For more information about the program in West Virginia see: wvpublic.org/post/free-lunch-available-jefferson-county-children.

- **Fuel Up to Play 60 – Flag Football Kits Available**

The FNS Western Regional office has flag-football kits from Fuel Up to Play 60 (FUTP60) available to SFSP sites who are interested. EED has been asked to report back and request any kits for Alaska SFSP sites. There is no cap to how many sites can receive kits; it will just depend on how many are available and there are a limited number of kits. Please respond to this bulletin as soon as possible if any of your sites could use these great additions to site activities for children. This is the information we will need for each site requesting a kit:

1. Site Name
2. Mailing Address
3. Contact Name
4. Contact Phone Number
5. Contact Email Address:
6. Type of Site (School/Park/Etc.)
7. Estimated Number of Children
8. Days of Meal Service

- **SFSP Kick-Off Challenge**

This year we are asking that sponsors hosting SFSP Kick-Off events to participate in a challenge! Kick-off events are a great way to get the word out, advertise your program and draw kids and families to SFSP sites. Invite elected officials or local “heroes,” plan a fun event and kick off the SFSP season in style. The rules are simple:

1. Plan and advertise your kick-off event
2. Host a kick-off event such as a bbq, family night or movie night
3. Take pictures!
4. Submit photos and a paragraph describing the event
5. We will choose a winner that will receive a mystery prize!

We'd like to have the challenge wrapped up sometime in July, so please send us your submissions as soon as possible after your events. We look forward to sharing what Alaska SFSPs are doing to kick off the 2015 season!

- **Grant Opportunities**

Share Our Strength/No Kid Hungry has updated their grant opportunities webpage with some for specific Summer Programs and others for general School Breakfast Programs, Hunger Relief, Health and Education Services, Physical Activity, Services for Women and Children, Organizational Capacity Building, Capital Expenditures and their New Opportunity of the Month which is for After School Program Grants. Check out all of these wonderful grant opportunities on the No Kid Hungry website here: <http://bestpractices.nokidhungry.org/child-nutrition-program-grant-opportunities>

- **Offer Vs. Serve (OVS) Tools**

In January 2015, FNS issued guidance that expanded and updated OVS requirements. The changes were made to ensure children receive an adequately nutritious meal. It is important that sponsors are aware of the new SFSP OVS guidance to ensure all meals served are reimbursable. FNS has created several resources to help sponsors understand the new SFSP OVS guidance.

- Check out the new guidance, including information on the difference between a food component and food item, here: http://www.fns.usda.gov/sites/default/files/SP13_SFSP05-2015v2os.pdf
- Visit the Summer Meals Toolkit page “How to Do Offer Versus Serve (OVS)” at <http://www.fns.usda.gov/sites/default/files/sfsp/SMT-OfferVersusServe.pdf> for more information on the requirements and examples of reimbursable meals.
- Watch the new USDA YouTube video on SFSP OVS here: https://www.youtube.com/watch?v=Vs_JEjO0_Us

- **Upcoming Webinars**

- What: USDA Using Traditional Media and Social Media to Make Your Program the Talk of the Town!
When: Wednesday, April 8th at 11:00am
Description: Explore great examples and strategies to promote your Summer Meals program by using resources such as your local newspaper and radio or creating a Facebook page, and using Twitter! [Click here to register](#)
- What: USDA Best Practices for Successful Kick Off Events
When: Tuesday, April 14th at 11:00am
Description: Kick off your Summer Meals Program like a superstar! We will provide you with alternatives to get the community involved, increase participation, tap into local businesses, and promote your program! [Click here to register](#)
- What: USDA Engage & Recruit Site Staff & Volunteers
When: Wednesday, April 29th at 12:00pm
Description: Check out success stories and best practices on how to recruit and retain volunteers so your Summer Meals program runs seamlessly! [Click here to register](#)
- What: USDA Promotion Strategies & Site Activities
When: Wednesday, May 6th at 11:00am
Description: Check out strategies on how to promote your Summer Meals Program, and how to increase and retain participation by implementing engaging Site activities. [Click here to register](#)
- What: No Kid Hungry Engaging Elected Officials at Summer Meal Sites
When: Thursday, May 14th at 10:00am
Description: Local, state and national elected officials can play many roles around summer meals, from opening new doors for expansion opportunities to raising awareness about summer meals programs. As Congress considered Child Nutrition Reauthorization this year, ensuring elected officials understand the importance of the summer meals program and opportunities to

improve the program to reach more kids will be critical. Join this webinar for a conversation about engaging elected officials, featuring best practices on developing a strategy, tools for implementation and examples from the field. [Click here to register](#)

Calendar of Upcoming Events & Deadlines

Distance Training for School Sponsors	April 2, 2015
Using Traditional & Social Media Webinar	April 8, 2015
Distance Training for All New & Returning Sponsors	April 9, 2015
Best Practices for Successful Kick-Off Events Webinar	April 14, 2015
SFSP Applications Due for Sponsors Requesting Advance Payments	April 15, 2015
Engage & Recruit Site Staff & Volunteers Webinar	April 29, 2015
Promotion Strategies & Site Activities Webinar	May 6, 2015
Engaging Elected Officials Webinar	May 14, 2015
Final day to submit SFSP Applications <u>All applications must be submitted</u> <i>no later</i>	June 15, 2015

Contact Information

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Commonly Used Acronyms

SFSP – Summer Food Service Program
CNP – Child Nutrition Programs
WRO – Western Region Office
FNS – Food & Nutrition Services
FNSRO-Food & Nut Services Reg. Office
USDA – U.S. Department of Agriculture
SA – State Agency
DEC – Department of Conservation
LEA – Local Education Agency



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