

**California Summer Meal Program Coalition**



**Joanne Tucker**  
**Food Services**  
**Marketing Coordinator**  
**San Diego Unified School District**





# Summer Lunch Program



San Diego Unified School District

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# SDUSD

## Summer Lunch Overview

- Became sponsor in 2004
  - 16 City of San Diego Park & Rec. locations
  - 11,000 meals served
- 2009
  - 44 schools, 23 Park & Rec. locations
  - Over 250,000 meals & snacks served



# Summer Program Success Means Fitting the Pieces Together





# Our Planning Process

- Begin early (March-April preferred)
- (Begin even earlier if you need write a grant)
- Set program dates
- Contact sites and develop MOUs
- (New sponsors attend CDE webinar trainings)
- Write menu and plan special event days
- Determine equipment and staffing needs
- Develop budget and develop break-even minimums
- Plan for site visits





# Planning Tools

## in the SDUSD Tool Box

- Sample MOU
- 2009 Menu (hot food will be added for 2010)





# Sample MOU

MEMORANDUM OF UNDERSTANDING  
\_\_\_\_\_ SUMMER PROGRAM  
AND  
SAN DIEGO UNIFIED SCHOOL DISTRICT FOOD SERVICES

1. SDUSD Food Services will provide cold sack lunches and afternoon snacks to \_\_\_\_\_ Summer programs on weekdays from Monday July 20, 2009 through Friday August 28, 2009. Meals will be delivered no later than 12:30 p.m.
2. All meals provided will meet USDA meal standards for Seamless Summer Feeding Programs.
3. All unused lunches must be returned to SDUSD Food Services.
4. Meals will be provided at no charge to the \_\_\_\_\_ Summer program.
5. Meals for field trips must be ordered two weeks in advance. Requests for field trips with less than two weeks notice may not be honored. If field trip meals are needed before the regular meal delivery time, \_\_\_\_\_ Summer program representatives are responsible for picking up the meals from the designated preparation kitchen.
6. \_\_\_\_\_ Summer program representatives must attend district-provided training on Wednesday July 15, 2009 at 10 a.m. at 6735 Gifford Way, San Diego, CA 92111.
7. SDUSD Food Services staff members will complete at least one on-site visit to review compliance with program requirements.
8. \_\_\_\_\_ Summer program representatives are responsible for
  - a. Ensuring that meals are only served to children ages 2-18.
  - b. Completing daily paperwork
  - c. Returning daily paperwork to the preparation kitchen
  - d. Maintaining accurate meal counts with a goal of no more than 5% unserved meals. Meal counts changes must be received by 5 p.m. the day prior to service.
9. In order to achieve the goal of no more than 5% unserved meals, SDUSD Food Services may change daily meal counts without prior notice.





# Sample Menu – Week 1 of 2

- Monday
  - Grilled Chicken Sandwich Deluxe
  - Baby Carrots
  - Fresh Apple
  - Goldfish Crackers
  - Milk
- Tuesday
  - Cured Turkey and Cheese Deli Sub
  - Fresh Vegetable Tray
  - Ranch Dressing
  - Banana
  - Jungle Crackers
  - Milk
- Wednesday
  - All American Sub
  - Fresh Orange
  - Cornmeal Star
  - Milk
- Thursday
  - Turkey and Cheese Deli Sub
  - Baby Carrots
  - Fresh Pear
  - Honey Roasted Sunflower Seeds
  - Milk
- Friday
  - Tuna Sandwich
  - Baby Carrots
  - Apple Slices
  - Milk





# How We Organize

- For non-school sites (Parks, Boy's and Girl's Clubs, MCAS Miramar, other)
  - Collect site-specific details: names, addresses, times, contact personnel and numbers
  - Schedule special event days - barbecues, pizza and Mexican Fiesta
  - Plan training session
- For school sites
  - Send invitation to school principals to participate – describe advantages
  - Train school employees





## Organization, cont'd

- Submit application to CDE
  - School budgeting delays may affect timing
- Plan summer staffing – includes summer manager
- Order banners
- Develop delivery schedules for food and equipment





# Organization Tools

## in the SDUSD Tool Box

- Banner art
- Information spread sheets for Park & Recreation Dept.
- Training outline
- Letter to principals





# Banner Art

A banner art for a Summer BBQ event. The background is light blue. On the left is a large yellow sun with rays. In the center, the text "Come to a" is in black, "SUMMER" is in colorful, dotted letters, and "BBQ" is in large, blue, bold letters. To the right of "BBQ" is a small yellow butterfly and a black and white illustration of a barbecue grill with smoke rising from it. Below the main text, it says "Here this Friday - 12:30 p.m.!" in black, "FREE to children 2-18" in red, and "Adults \$3.00" in black. At the bottom left, it says "Sponsored by:" followed by the City of San Diego Park and Recreation Department logo and the San Diego Unified School District Food Services Department logo. The SDUSD logo consists of the letters "SD" above "USD" with horizontal lines above and below "SD".

Come to a  
**SUMMER** **BBQ**

Here this Friday - 12:30 p.m.!

**FREE** to children 2-18  
Adults \$3.00

Sponsored by:  
City of San Diego Park and Recreation Department & **SD**  
**USD** San Diego Unified School District Food Services Department





# Letter to Principals



## San Diego Unified School District

REVERE CENTER  
6735 Gifford Way, Room 5, San Diego, CA 92111

(858) 627-7301  
Fax: (858) 565-6378

BUSINESS OPERATIONS DIVISION  
Food Services Department  
Office of the Director

### MEMORANDUM

**TO:** All Summer School Principals  
**FROM:** Gary Petill  
**DATE:** May 7, 2009  
**SUBJECT:** *GREAT NEWS – FREE LUNCH!*

In order to streamline meal service to students during summer school, the Food Services Department would like to again partner with you on a federal and state-funded Summer Lunch Program.

Major advantages for your site to participate in this program are:

1. Point of Sale registers are not used to count the meals served.
2. Students will not have to input a PIN number in order to receive meals.
3. Students from other school sites that are attending your summer school program will not have to input PIN numbers to receive their meals.
4. Students that normally pay for their meals will not be charged for breakfast or lunch meals.

The program requires that neighborhood children, ages 2-18, be allowed to partake in lunch at a specified time, usually after the summer school day ends. Meal service to children in the community will be scheduled for approximately 30 minutes and will begin after the school day ends for the regular students attending summer school. Currently, Food Services partners with the City of San Diego in over 20 Park and Recreation Center facilities where students are fed free throughout the summer. This lends itself to be a draw because of the activities provided by the recreation directors at these sites.

If you are interested in the Summer Meal Service Program, or have further questions, please contact our Operations/Financial Supervisor, Sara Mosburg at 858/627-7327, or via email at [smosburg@sandi.net](mailto:smosburg@sandi.net). We would appreciate your letting Food Services know if you would like to be a participating site by Friday, May 15, 2009.

GP:SM:mg

SummerFdg.Pgm.05-07-09

BECOMING AMERICA'S BEST





# How We Market

- Form marketing committee with community partners
  - City of San Diego Department of Park & Recreation
  - San Diego Food Bank
  - Network for a Healthy California
  - SD Hunger Coalition
  - County Dept. of Public Health-Nutrition Services Div.
  - Mexican Consulate
  - 211 Info Line
  - San Diego Gas & Electric





# Marketing, cont'd

- Create name and logo
  - Summer Fun Café
- Develop outreach materials
  - Flyers, posters, banners, special event banners
  - Translate – Spanish, Vietnamese, Somalian
  - June KC News – Devoted to Summer Lunch
  - Letters/press releases sent to libraries, churches, daycare centers, health clinics, military newsletters, newspapers
  - Robo call script for superintendent





# Marketing Tools

## in the SDUSD Tool Box

- Logo
- Summer Fun Café flyer
- Summer Fun Café poster
- Summer program press release
- Letter to libraries
- Robo call text
- Pizza day poster





*Logo*





# Summer Fun Café Flyer



**Free Summer Lunches for Kids**  
 NO enrollment, NO paperwork, NO income qualifications  
 All children ages 2-18 are welcome. Just come to one of the sites listed below.

**City of San Diego Park & Recreation Centers where lunches are served.**

Park & Rec Center	Address	City/Zip	Phone	Time
<b>Lunches served June 22 - August 28, 2009, Mon-Fri at these locations (except July 3)</b>				
Adams	3491 Adams Ave.	SD 92116	619 235-1149	12-1
Encanto	6508 Wunderlin Ave.	SD 92114	619 527-3411	12-1
Kearny Mesa	3170 Armstrong St.	SD 92111	858 573-1387	1-2
Linda Vista	7064 Levant St.	SD 92111	858 573-1392	1-2
M.L.King Jr.	6401 Skyline Dr.	SD 92114	619 527-3415	12-1
Mid-City Gym	4302 Landis St.	SD 92105	619 516-3082	12-1
Mira Mesa	8575 New Salem St.	SD 92126	858 538-8122	1-2
Morley Field Sports Complex	2221 Morley Field Dr.	SD 92104	619 692-4919	11:30-12:30
Skyline Hills	8285 Skyline Dr.	SD 92114	619 527-3486	12-1
South Clairemont	3605 Clairemont Dr.	SD 92117	858 581-9924	11:30-12:30
Stockton	330 32nd St.	SD 92102	619 235-1163	12-1
Tierrasanta	11220 Clairemont Mesa Blvd.	SD 92124	858 573-1393	11:30-12:30
<b>Lunches served July 22 - August 28, 2009, Mon-Fri at these locations</b>				
Azalea	2596 Violet St.	SD 92105	619 235-1162	12-1
City Heights	4380 Landis St.	SD 92105	619 641-6125	12-1
Colina Del Sol	5319 Orange Ave.	SD 92115	619 235-1144	12-1
Willie Henderson Sports Complex	1035 S. 45th St.	SD 92113	619 527-3407	1-2
Mountain View	641 South Boundary St.	SD 92113	619 527-3417	1-2
North Park	4044 Idaho St.	SD 92104	619 235-1152	12-1
Paradise Hills	6610 Potomac St.	SD 92139	619 527-3419	12-1
Penn Athletic Field	2550 Dusk Dr.	SD 92139	619 527-3458	12-1
Southcrest	4149 Newton Ave.	SD 92113	619 527-3413	12:30-1:30

Special BBQ Day

- July 16
- July 15
- July 2
- July 30
- July 10
- July 28
- July 9
- July 1
- June 24\*\*
- July 17
- June 26
- July 22
- Aug. 28
- Aug. 4
- Aug. 14
- July 31
- Aug. 21
- Aug. 7
- Aug. 13
- July 23
- July 24



This is a special day at your recreation center. Join us for a fun BARBECUE in the park and participate in the NUTRITION DECATHLON. The SAN DIEGO FOOD BANK will give away FREE bags of fruits and vegetables. Plus, FOOD STAMP pre-screening will be offered. Ages 2-18 eat FREE; adults, \$3.00.



\*\*Kickoff Barbecue Event with San Diego Charger Matt Wilhelm

**Schools where free lunches are served (open to the public)**

The schools listed below will offer free lunches to community children ages 2-18 during the dates they are open for summer school. These program are available during the following summer school sessions. Serving times are listed at [www.sandi.net/food](http://www.sandi.net/food)

Session #1 - June 22 - July 17, Session # 2 - July 27 - August 21, Session # 3 - June 22 - July 31					
Alcott	Session #1	Florence	Session #1 & #2	McKinley	Session #1
Barboa	Session #2	Freese	Session #2	Mission Bay HS	Session #3
Bayview Terrace	Session #2	Hage	Session #1	Montgomery MS	Session #2
Bell MS	Session #1 & #2	Horton	Session #2	Morse HS	Session #3
Cesar Chavez	Session #2	Kearny HS	Session #3	Point Loma HS	Session #3
Chesterton	Session #2	Knox	Session #2	Roosevelt MS	Session #1 & #2
Cherokee Point	Session #2	Kumeyaay	Session #2	Sherman	Session #2
Chollas/Mead	Session #2	Lafayette	Session #1 & #2	Standley MS	Session #2
Clairemont HS	Session #3	Lewis MS	Session #2	Taft MS	Session #1
Crawford HS	Session #3	Lindberg/Schwitzer	Session #1	Walker	Session #2
Dewey	Session #2	Mann MS	Session #1 & #2	Wangenheim MS	Session #2
Encanto	Session #1 & #2	Madison HS	Session #3	Wilson MS	Session #2
Field	Session #1 & #2	Marston MS	Session #2	Zamorano	Session #2
		Marvin	Session #1 & #2		

For more information about the free summer lunch program, go to [www.sandi.net/food](http://www.sandi.net/food) or call 211.

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# Pizza Day Poster



**Domino's Pizza Day**  
**HERE at Mira Mesa**  
*Thursday, August 13, 2009*  
*1 - 2 p.m.*



*Free to children ages 2-18.*  
*Come all summer and enjoy free lunches, Mon-Fri*





# How We Launch

- Kickoff event
  - *Goal:* Draw community/media attention to the Summer Lunch Program to increase participation
  - With **marketing committee** and department staff plan date, location, time, activities, guests, menu, set-up, clean-up, staffing and other logistics of event





## Launch, cont'd

- Kickoff event – A few days after summer lunch program begins
- Held at Skyline Community Park
- In 2009 – served 1300 lunches
- Media attended – 3 print, 5 TV, 3 radio
  - Plan for media with media packet, informed spokespeople, including Spanish, informed VIPs





## Launch, cont'd

- Kickoff event details:
  - Barbecue (2 large BBQs, 3 salad bars, milk cooler)
  - Nutrition Decathlon with prizes-Network for a Healthy California
  - Food Bank giveaways
  - Food Stamp pre-screening
  - VIP Master of Ceremonies – San Diego Charger





## Launch, cont'd

- Community Care Partners – 15 booths
- Radio station broadcasting live
- Inflatable jumper, crafts tables
- Costumed fruit and vegetables
- VIPs – school board, superintendent, city council, state and federal legislative representatives.





## *Tools to Launch in the SDUSD Tool Box*

- Summer Fun Café kickoff poster
- VIP letter
- Nutrition decathlon check off cards





# Kickoff Poster

**FREE**  
**Summer Fun Café**  
**Kickoff BBQ**  
 Wednesday, June 24, 2009  
 10:30 a.m. to 1:30 p.m.  
 Skyline Hills Community Park  
 8285 Skyline Dr. San Diego 92114

Barbecue

Z90.3 LIVE!

Nutrition Decathlon

Crafts

Games

Prizes

Balloons

Inflatable Jumper

**Meet San Diego Charger linebacker Matt Wilhelm**

Toss a few balls with Matt as he gets ready for the new Charger season

**Play60**

**FREE BBQ for Kids AND their parents**

Fun for everyone!

**Z90.3**  
SAN DIEGO'S HIP HOP STATION

**Z90.3 will broadcast live!**

**The San Diego Food Bank and Community Cares Project**

- » Free food distribution
- » Food Stamp pre-screening
- » "One-stop-shop" for information about a wide range of support programs and social services including:
  - low cost utility programs
  - low cost healthcare
  - food assistance
  - housing

**SDGE** Learn about how to receive discounts on your utility bills

A Serrano Energy utility

**CHAMPIONS for CHANGE**  
San Diego's Regional Boy/Girl Scouts

**SD USD** San Diego Unified School District Food Services Department

**Summer Fun Café**

San Diego Park & Recreation Department

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# *Nutrition Decathlon check-off card*

How Much Do I Need?	Berry Relay	Apple Toss
Citrus Tic Tac Toe	 summer fun café	Lettuce Dribble
Tater Tot	PLAY! at all <u>10</u> stations and receive a prize at the prize table.	Cucumber Javelin
Pepper Toss	Carrot Hop	Melon Weights





# Lessons Learned

- Impact of marketing
- Draw of special event days
- Importance of community partnerships
  - Wider outreach
  - Kickoff planning & implementation
  - Shared media
- Logistics of increased volume
  - Equipment and staffing needs change
  - More paperwork





Contact

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