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YMCA of Silicon Valley

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Summer Food Programs

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Background Information: YMCA of Silicon Valley

- Mission Driven
  - "For Youth Development, Healthy Living and Social Responsibility"

- We have the organizational capacity & infrastructure to administer food programs for afterschool and summer programs
  - 52 Licensed School-Age and Preschool Child Care Sites
  - 56 ASES and 21st CCLC After School Programs
    - Serve nearly 6,500 youth a day
    - Snacks through CACFP (Child Adult Care Food Program)
  - Summer Camp Programs
    - Breakfast, lunch, snacks through SFSP (nine locations)
    - Leverage Seamless Summer Feeding Option (three locations)
    - Scholarship opportunities
    - Encourage youth to make healthy choices year round

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Accomplishments

- In one year, the number of underserved youth (meeting the 50% free and reduced criteria) participating in Y camps serving meals and snacks increased from 1,650 to 2,100

- In 2009 the Y became a SFSP sponsor. Since then, the Y has expanded camps serving meals and snacks to the following cities (some have multiple sites)
    - School sites in East Palo Alto, Mountain View, Gilroy, Sunnyvale, Redwood City, Morgan Hill and San Jose. School sites range from 52% F&R to 100% F&R

- Since 2009, the Y has served over 72,000 meals and snacks to eligible Y camp participants.

- In 2010, the Y sponsored 23 summer sites for *our county summer food coalition members* and served over 165K meals and snacks for a total draw down of $375K ($56,250 in admin) in SFSP funds.

- BE A SUCCESS! **See our case study for more information.**

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Steps to Become a SFSP/SSFO Sponsor

- **Establish the organization as a sponsor of summer meal programs**
- **Identify and establish sites**
- **Decide to vend or self prep**
- **Successfully operate sites**
- **Build participation of families and children**
- **Provide nutrition education**

Become a Site Sponsor

- Start conversations early on to make the management decision to participate
  - Community Need
  - Mission
  - Capacity
  - Complete the on-line application and submit a minimum of 45 days prior to operation

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Become a Site Sponsor

- Meet with CDE (Nutrition Services Department) Program Analyst for Pre-Operational Visit.
  - Become very familiar with the sponsor manual
- Administrative staff attend mandatory SFSP training for sponsors

Identify and Select Sites

- Research locations that meet the eligibility requirements of 50% or greater free and reduced lunch
  - “Low Hanging Fruit” – where to start? Pilot?

- Is your feeding site ‘open enrolled’ or ‘closed enrolled’ – CDE staff helped us determine we are ‘closed enrolled’.

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Vending vs. Self Prep

- Capacity, staff time, nutrition requirements, kitchen space, etc.
- Work with a reputable vendor (pricing and quality of food)
- Contract, contract, contract
    - Bid or not to bid? When are you required to bid?
    - Delivery times, pricing, meets nutritional requirement and meal pattern, flexible

Sample Menu

4oz orange Juice	Whole Organic Fruit	4 oz orange Juice	Whole Organic Fruit	4 oz orange Juice	Whole Organic Fruit
Cliff Apple and blueberry Zbars	¾ -1 cup honey nut cheerios cereal	Whole grain honey wheat or bagel	Cliff Vanilla zbar	Whole grain chocolate or apple cinnamon muffins	¾ -1 cup corn pops cereal
8oz Milk	8oz Milk	8 oz Milk	8 oz Milk	8oz Milk	8oz Milk

SFSP Sample 5 day Breakfast Program
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Successfully Operate Sites

- **Administration Level**: develop systems/capacity to ensure compliance
  - including staff assignment
  - ongoing training,
  - site monitoring,
  - claim submission,
  - accounting,
  - creation of snack menus,
  - snack attendance.
- Pursue grant opportunities

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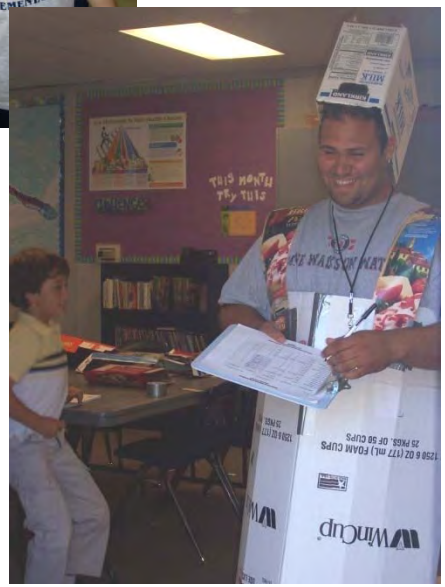
Successfully Operate Sites

- **Implementation Level**: meet with Program Directors or Camp Directors to ensure SFSP compliance. Use only relevant information.
  - Items discussed: Mandatory staff training, site monitoring, weekly/daily attendance, field trip dates, scheduling meals and snacks, delivery of meals and snacks (times & days), snack menu and what to do when something goes wrong.
  - Track monitoring reports (1st Week, 4th Week and so on)

Build Participation of Families & Children



- Build trust and establish community relationships
  - Mentor new programs
  - Build continuous collaboration with partners including Food Banks

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Provide Nutrition Education

- Daily Nutrition Conversations
- Parent & Community Outreach (WIC, etc.)
  - Family Events, Newsletters Culturally competent, and research based
- Trained Summer Staff
  - *fit for learning*, Re-think Your Drink, and Sugar Savvy
- Program Grant Opportunities

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SFSP Success

- Plan early
- Collaborate
- Learning process
- Support the SFSP sites-*Teamwork*!
- Utilize CDE and NSD as a resource
  - They want you to succeed!

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SFSP Case Study & Tool Box

For more information regarding
our case study and ready-to-use materials,
please visit the website at

http://www.ccrwf.org/other-projects/

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YMCA SV Tool Box

Here is what we offer in our tool box:

Conduct Outreach to Identify and Establish Sites

- Site Supervisor Guide from USDA - in English*
- Site Supervisor Guide from USDA - in Spanish*
- Nutrition Guide_from USDA*

Tool Box

Successfully Operate Sites

- YMCA SFSP Staff Training PowerPoint
- Pre-approval Visit from CDE (Form)*
- YMCA SFSP Media Releases
- YMCA Sample Snack Menu
- YMCA Site Rules - in English and Spanish
- Daily Attendance Tracking Sheets from CDE*
- Weekly Snack Reporting
- YMCA SFSP Staff Resource Guide
- Site Monitoring Reports* (*on-line thru CNIPS)*
- Daily SFSP Meal Count Report
- Weekly Summary Report for SFSP Meal Count
- Monthly Summary Report for SFSP Meal Count

Tool Box

Build Participation of Families and Children

- Welcome Letter for Families SFSP - English
- Welcome Letter for Families SFSP - Spanish

Tool Box

Provide Nutrition Education

- *fit for learning after school* Parent & Family Newsletters www.fitforlearning.org
- *fit for learning after school* Nutrition Education Activities for YMCA Camp & Summer Staff
- Nutrition Conversations
- Family Engagement and Support Ideas