

Boosting July Participation at Summer Food Sites

May 25, 2022

State Nutrition Action Committee

Summer Food Service Program Work Group

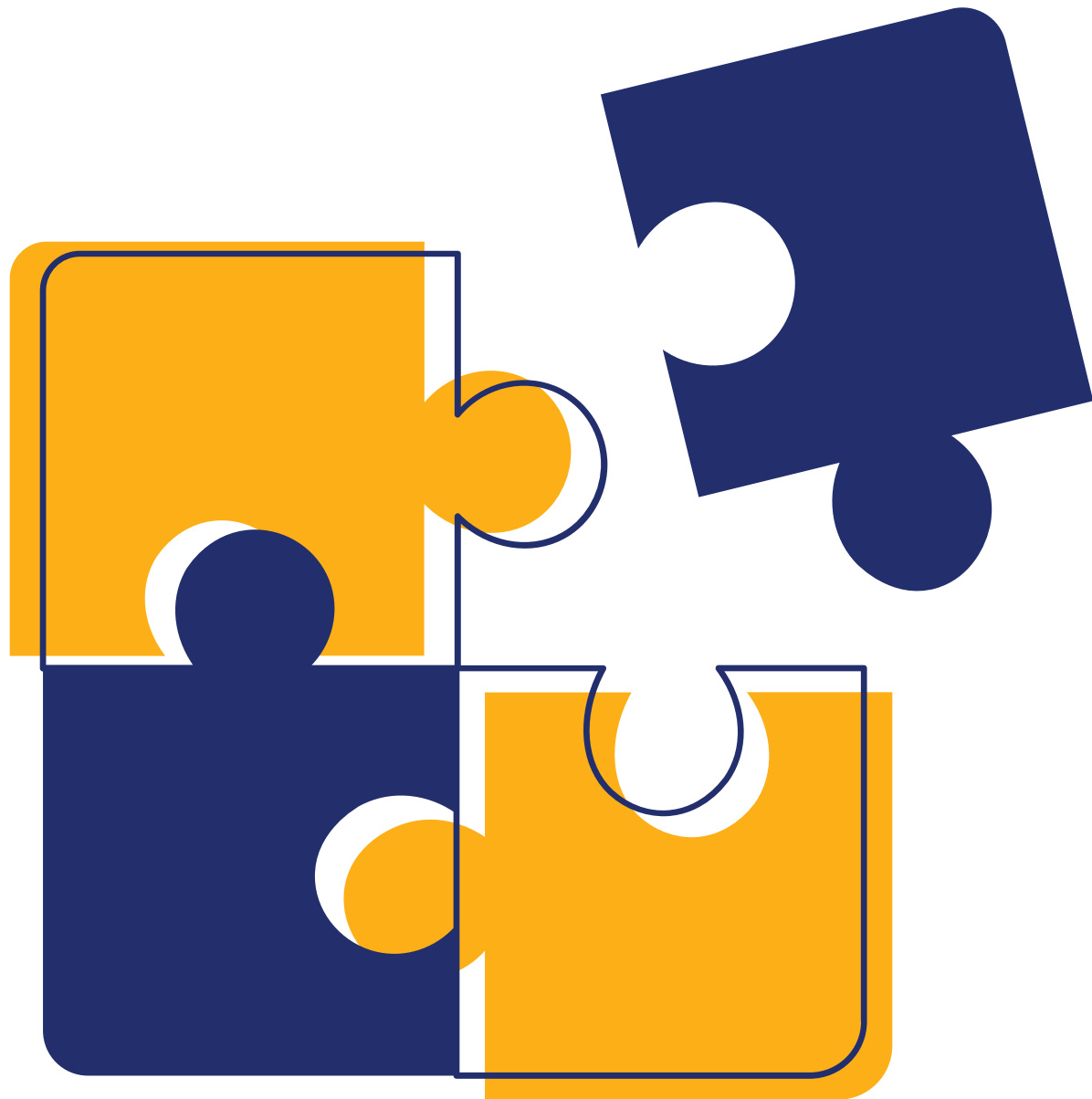


BACKGROUND ON THE SNAC SFSP WORK GROUP

The mission of the Arizona State Nutrition Action Committee (SNAC) is to strategically align nutrition and physical activity efforts across programs to ensure that all Arizonans have equal access to knowledge, as well as the ability to make choices to live a healthy lifestyle.

The SNAC Summer Food Service Program (SFSP) Work Group is aimed at developing goals and strategies to implement improvements in the SFSP. The SNAC SFSP Work Group has identified program access as a significant barrier to participation in SFSP.





Objectives

- Learn about resources available to boost participation at summer food sites
- Discover where to access free and low-cost materials to attract more kids to your sites
- Connect with partners who can assist you in planning engaging enrichment activities at your sites

POLL QUESTION

Yes or No: Are you planning on operating the Summer Food Service Program at your site(s) in July?



TODAY'S SPEAKERS

Lauren Kemmer, RDN

Manager of Sustainable Nutrition
Dairy Council of Arizona



Samantha Reeves

School Health & Wellness Specialist
Arizona Department of Education



Emily Sullivan

Program Coordinator
AZ Health Zone, Pima County



Annarita Begay

Program Coordinator
AZ Health Zone, Apache County

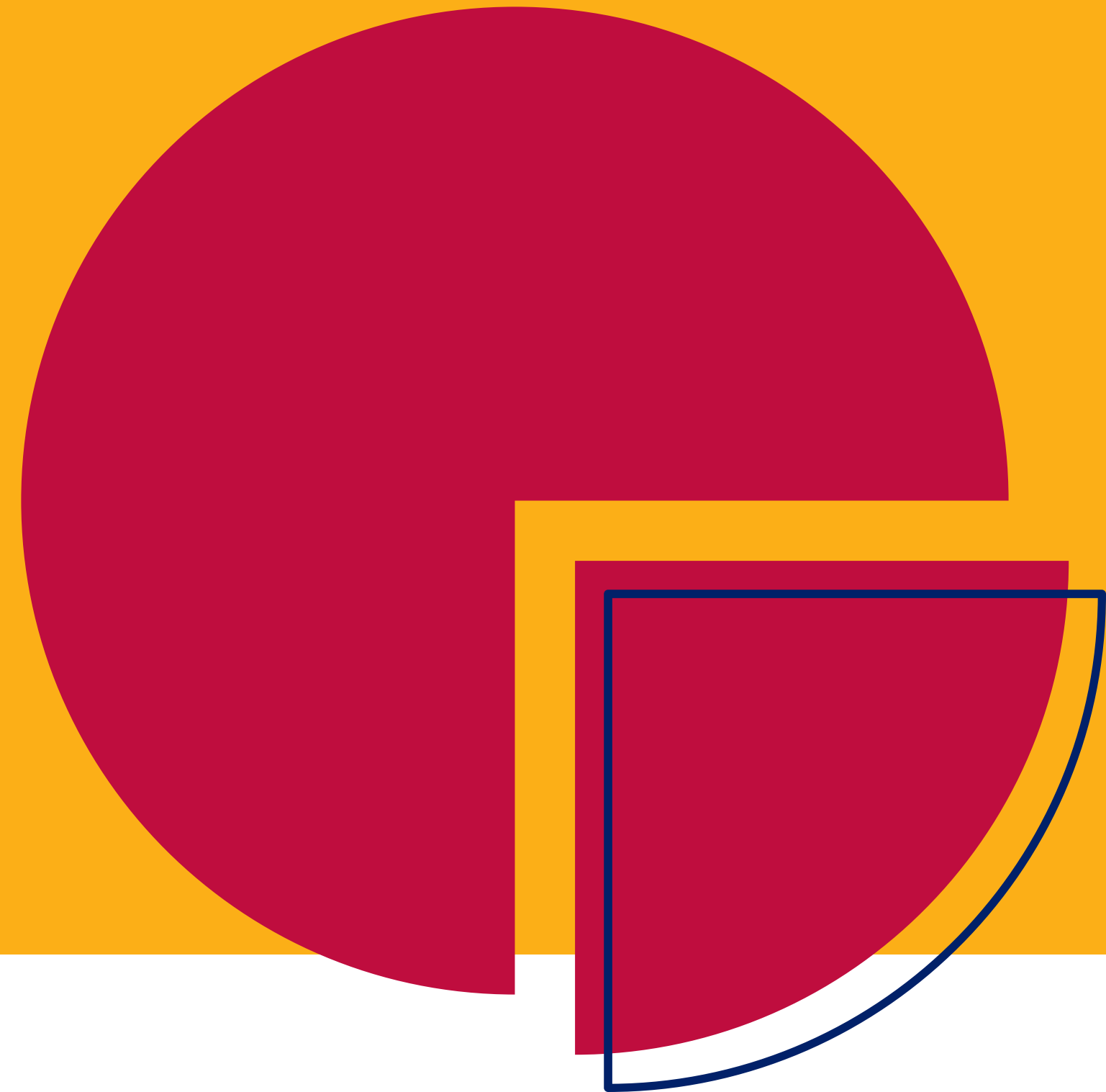


Christina Vega-Zubiate

Program Coordinator
AZ Health Zone, Maricopa County



Milk The Moment: Increase Your Summer Participation with Dairy





LAUREN KEMMER, RDN

Manager of Sustainable Nutrition
Dairy Council of Arizona

- RDN (Registered Dietitian Nutritionist) with a Bachelor's degree in Nutrition
- Nearly 5 years experience as both a cafeteria manager & menu planner
- Contributed to farm to school nutrition education
- Current role within Dairy Council:
 - Health professional programming
 - Food insecurity relief
 - Dairy farming sustainability



POLL QUESTION



Yes or No: Have you ever heard of the Dairy Council of Arizona?

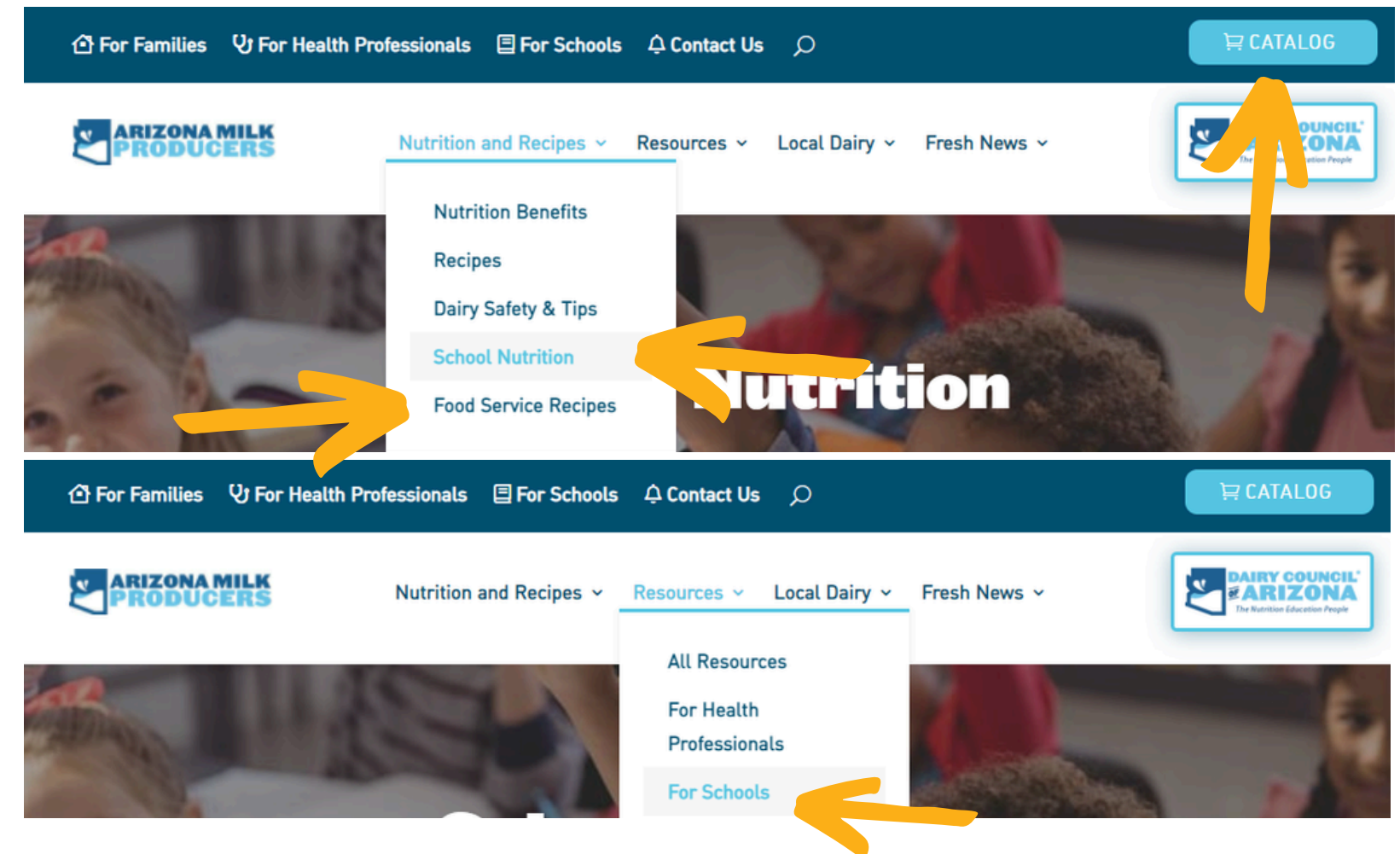


FREE RESOURCES FOR SCHOOLS

1.) Our website - arizonamilk.org

- Check out the school nutrition tabs and for school resource tabs
- Don't forget about our catalog too!

arizonamilk.org



OUR WEBSITE



USDA Compliant Recipes

- Lemon Blueberry Chia Parfait
- Yogurt Popsicles
- Taco Stacker
- Cheese Dip with Whole Grain Crackers



Mess With Your Milk Activities

- 10 Easy DIY Milk Experiments for Kids
- Handouts
- [Follow Along YouTube videos by "Milk It"](#)

BUTTERFLY

- Sit with your knees close to your chest.
- Relax your knees out to either side.
- Gently press the bottoms of your feet together.
- Hold your feet or your ankles.
- Breath deep and hold for 30 seconds.



MOOGA

- Yoga poses for all ages!

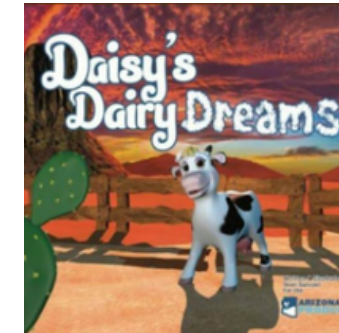
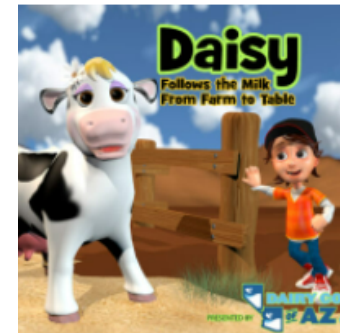
FREE RESOURCES FOR SCHOOLS

2.) Online Catalog

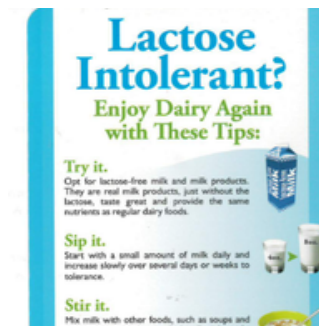
 CATALOG

- Place your shipping order or download materials at catalog.dairymanagement-west.com

PK - 5TH GRADE - Coloring, Story, & Activity Books, Cow Ears



MIDDLE & HIGH SCHOOL - Activity Books, Handouts, Magnets



FREE RESOURCES FOR SCHOOLS



3.) Grant Opportunities for Summer 2023

- Be on the look out for a grant email from ADE in **April 2023** to apply
- Available Funding: \$2000 for schools for dairy promotional activity during SFSP timeframe



CAFETERIA PROMOTION IDEAS

**Summer 2022 HNS
Farm Fresh
Challenge**



**ARIZONA DEPARTMENT
OF EDUCATION**



**Healthy
Eating & Dairy**



POTENTIAL PROMTIONS

June: **Dairy Month**



Smoothie Bike with
local milk



Virtual Dairy Farm
Tour/Daisy Dream
movie on menu boards

- Milk It! YouTube channel: Mess with Your Milk activities using milk cartons, milk science experiments, and more
- Try a new dairy featured recipe on the line!

July: **Ice Cream Month** **& Others**

- Serve Smart Snack compliant ice cream products one day or once a week (Ice Cream Fridays)
- DIY Easy Ice Cream experiment from Milk It!
- Customize your Mac & Cheese on the line (July 14th)
- BBQ Cook Out with Hamburgers (July 28th)

Other Summer **Fun**

- PIZZA PARTY:
Homemade pizza
muffins on WG English
Muffins with mozz
cheese



DIY CAFETERIA
FARMERS MARKET: Local
produce for sampling

- TRIAL NEW RECIPES:
Have children be official
taste testers of new
recipes
- YOGURT PARFAIT BAR

PAST PROMOTIONS

Tablings/Farmers Market



Pizza Camp



Tip! Use Canva, a free online design platform, to make flyers to promote your events!
www.canva.com

QUESTIONS?



Type your questions into the Q&A.



THANK YOU!

Lauren Kemmer, RDN

Manager of Sustainable Nutrition

Dairy Council of Arizona

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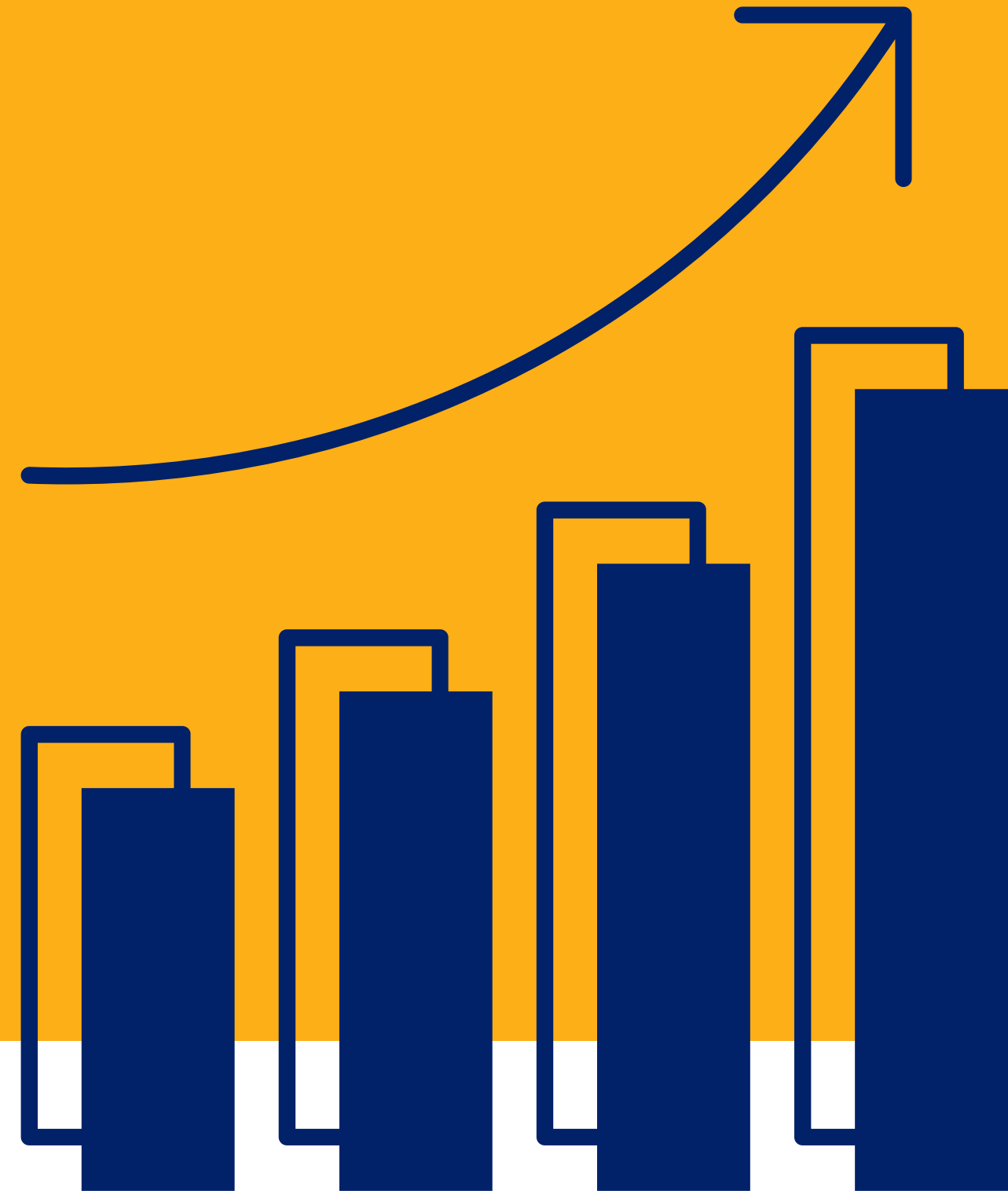
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**Contact for cow ears & renting smoothie bike*

<https://arizonamilk.org>



Resources to Increase Summer Food Participation





SAMANTHA REEVES

School Health and Wellness Specialist
Arizona Department of Education

Samantha works for the Arizona Department of Education as the School Health and Wellness Specialist. She supports the CDC 1801 grant and the Comprehensive School Wellness Program to improve student health and academic achievement through nutrition, physical activity, and the management of chronic conditions in schools.

In her free time Samantha enjoys golfing and spending time with her 8 month old nephew!

CREATE AN EXCITING CLIMATE



Utilize Effective Promotional Strategies

- Make use of mass marketing and word of mouth communication
- Include outreach materials that are eye-catching and easy to read to promote summer meal programs
- Stream outreach through digital flyers, radio ads, messaging via school districts, community centers, housing facilities, etc.
- Promote meal sites as more than just a meal - kids are encouraged through the promise of fun
- Ensure summer sites are trusted, fun, warm and welcoming!

HOST EVENTS

Bring the community together with free, planned events!

- **Plan a mid-summer spike event**
 - Bring individuals together with a lunch, health and wellness resources, craft/games, face painting
 - Boost participation and interest mid-season for the summer
 - Recruit high school students to help volunteer for the kickoff event
- **Continue with planned events**
 - Book Club or Exchanges
 - Library Bookmobile
 - Corn Hole Tournament
 - Taste Tests
 - Host a Talent Show
 - Themed Days



VALUE INPUT FROM KIDS



Ask kids what would make them want to come to your site and make it happen!

- The summer food program feeds kids from the ages of 0-18
- Learn the interests of your kids
- Incorporate all grade level activities within your sites
- Incorporate a buddy/mentor system

ACTIVITIES CAN BE LOW COST



Milk Carton Flower Garden

Materials: Empty milk or juice carton, scissors, potting mix, seeds, fabric, markers, stickers and/or paint

Summer Fruit Garland

Materials: Paper dollies, markers, string, glue

Pinwheel Flower

Materials: card stock, scissors, jumbo paper clips, dowel rods, beads, plastic

Sunglass Hanger

Materials: Ribbon, yarn, sunglasses

Spaghetti Tower

Materials: dry spaghetti, string, marshmallow, tape

Summer Cookbook

Materials: Paper, markers, glue

GET ACTIVE!

Incorporating fun, planned activities can be a great way to encourage students to participate in summer meals with their friends!

- Freeze Dance Competition
- Hula Hoop Tag
- Create a Walking or Running Group
- Activity Zones and Stations with Sports Equipment
- Bring a "celebrity" to share a game or activity
- Create TikTok Dances
- Host a Water Day
- Pail Toss w/ Beach Pails and Balls
- Cast GoNoodle Videos



ACTIVITY OF THE DAY

Plan a weekly schedule in which kids can look forward to the activity of the day each day. Share out the schedule before the start of the week via social media outlets!

- **Week 1: Scheduled Activities**

- Monday: Bracelet and Keychain Making
- Tuesday: Cultural Day - Show and Tell
- Wednesday: Music Video Day
- Thursday: Fear Factor Taste Test
- Friday: Sports Day



THEMED WEEKS

Plan a themed weekly schedule in which kids can look forward to the planned events for the week. Share out the schedule before the start of the week via social media outlets!

- **Week 2: Theme Day (Under the Sea)**
 - Monday: Big Blue Sea Book Exchange
 - Tuesday: Let's Make a Mini-Aquarium
 - Wednesday: Explore the Ocean-Themed Sensory Bin
 - Thursday: Paint your Own Puffer Fish
 - Friday: Explore the Deep Blue Sea



USDA SUMMER MEAL TOOLKIT



The Summer Meals Toolkit can provide site operators and community partners lots of resources to increase participation and serve nutritious food to our children!

- **Suggested Resources:**
 - [Hosting Events](#)
 - [Using First Book Resources](#)
 - [Target Teen Participation](#)
 - [Summer Food, Summer Moves](#)



HELPFUL RESOURCES

-
- **Free downloadable activities to include at your site:**
Browse Science Hands-on Activities | Education.com
 - **Art lessons by grade level:** KinderArt Elementary Art Lesson Plans Projects by Grade and Age
 - **PBS Find Ways To Play:** Crafts and Experiments for Kids | PBS KIDS for Parents
 - **Teacher Toolbox for activities:** Teacher Toolbox | The Pizza Hut BOOK IT! Program (bookitprogram.com)
 - **Summer Activities for Kids:** 60 Summer Outdoor Activities for Kids (signupgenius.com)
 - **Go Noodle & Fuel Up to Play 60:** GoNoodle | NFL PLAY 60
 - **Resource Handout**



HELPFUL RESOURCES

-
- **Summer Texting Hotline:** Text FOOD or COMIDA to 304-304 during the summer months to find a site near you with free meals for kids
 - **Meal Site Promotion Materials:** Customizable Flyers, Posters - Google Drive
 - **No Kid Hungry Summer Meals Outreach Toolkit:** Summer PROGRAM Toolkit (adobe.com)
 - **Arizona Summer Student Engagement and Resources:** Arizona Summer Student Engagement and Resources (padlet.com)

THANK YOU!

Samantha Reeves

School Health and Wellness Specialist

Arizona Department of Education

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602-542-1442



QUESTIONS?



Type your questions into the Q&A.



Coordinating Outreach and Activities with AZ Health Zone





AZ HEALTH ZONE

The AZ Health Zone is a network of partners, like county Cooperative Extension offices or local health departments, who support a community's efforts to improve access to food and safe places to be physically active

Target audience: SNAP-eligible populations. Sites that we partner with must serve at least 50% SNAP-eligible populations and be located within designated community boundaries

- Reach out to your local Local Implementing Agency (LIA) for more information

HOW CAN WE HELP?

- As part of the Free Meals for Kids and Teens campaign, AZ Health Zone coordinates an online map of Arizona's SFSP sites, an outreach toolkit, and media advertising in the summer
- We also provide outreach support directly to SFSP sponsors and site staff
- Support varies by county, but here are some examples of what we offer:
 - Assisting you with writing simple outreach plans
 - Printing materials such as posters, flyers, and bookmarks
 - Brainstorming ideas for how to get the word out
 - Contacting media outlets and promoting throughout the community
 - Connecting you to groups to provide programming during meal times
 - Providing technical assistance to improve or expand meal service



GARDENING

- Junior Master gardener available for kids and lots of ideas for gardening experiments kids can do for an activity during the summer
- Seed to Supper for adults and caretakers of the children can teach parents so that they can teach their children
- This helps to educate families about where their healthiest foods come from and provides the opportunity to talk about food systems, nutrition and variety



GARDENING



ACTIVE LIVING

- Providing games and activities for children to promote playtime
- Provide a place to congregate and socialize



in Up a Child

NUTRITION EDUCATION

- Cooking Demos: Curriculum or Recipes from AZHealthZone.org
 - Cooking Matters for Chefs and Kids
- Nutrition education activity packets - take home or on-site
- Event booths
- Variety of topics to choose from with information geared towards parents
- Recommendations and referrals to nutrition and physical activity resources for sites outside of AZHZ communities



OUTREACH

AZ Health Zone Examples

- Boost flyers through paid advertising on social media (specific zip codes)
- Run ads in smaller, local newspapers
- AZ Health Zone website hosts a SFSP food sites map and Meal Site promotion materials/toolkit with resources available to all operators.
 - <https://www.azhealthzone.org/foodsites/>



 Scan me

For locations near you,
visit [azhealthzone.org/foodsites](https://www.azhealthzone.org/foodsites)

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AZ
HEALTH
ZONE

HEALTHY STARTS HERE

OUTREACH EVENTS



1

KICK OFF EVENT



2

MID YEAR ACTIVITY



3

WELLNESS FAIRS

QUESTIONS?



Type your questions into the Q&A.



THANK YOU!



Contact your AZ Health Zone Local Implementing Agency (LIA)
[Local Implementing Agency Contact List](#)

Visit our website!

www.azhealthzone.org/foodsites
www.zonadesaludaz.org



Thank you!

