

Looking Forward

Although there has been a definite increase in the number of meals served through the SFSP, there is still room to improve. Currently 17 counties in Montana do not have a single summer food site and 12 counties only have one site. MFBN along with Montana No Kid Hungry, hope to help communities increase the number of SFSPs, as well as increase participation at existing programs so that no kid in the state of Montana has to go hungry during summertime.

- Counties Without a Summer Food Site in 2013
- Carter
 - Chouteau
 - Daniels
 - Dawson
 - Fallon
 - Garfield
 - Golden Valley
 - Liberty
 - McCone
 - Petroleum
 - Phillips
 - Powder River
 - Richland
 - Sheridan
 - Sweet Grass
 - Treasure
 - Wibaux

If you are not in a position to sponsor or host a summer food site, there is still a lot you can do. Please take time to encourage those who are sponsoring or hosting a summer food site and thank them for their dedication to the kids in your community. You could also volunteer to help with outreach or lead fun activities for the kids. Local businesses can donate activity supplies or raffle prizes! Just because you can't sponsor or host a site doesn't mean you can't help!

Some Advice from 2013 Sponsors . . .

"Look for partnerships in your community that will help your program become successful."

~Lori Christenson,
Gallatin Valley Food Bank



"It's hard to get the word out, but worth it once the kids come."

~Mary Plante,
Fort Peck Tribes

"Don't be discouraged when not every day is the same, sometimes you'll have many kids, sometimes you'll have very few."

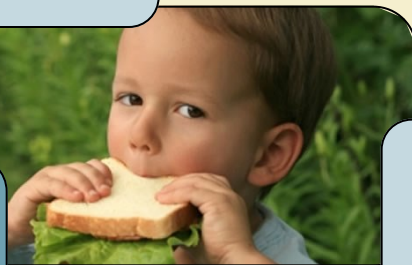
~Kim Wavrick,
Havre Elementary School

"Food brings the children, activities keep them coming!"

~Susan Nikolaus,
Troy Community Baptist Church

"Get a lot of volunteers, they are a big help!"

~Tammy South,
Absarokee School



"Keep it simple, and cook from scratch."

~Rebekah Uski,
Hot Springs School



MFBN works with Office of Public Instruction and Montana No Kid Hungry to increase access to the Summer Food Service Program. SFSP is administered by OPI School Nutrition Programs. For more information, call OPI at: 406.444.2501



Montana
Office of Public Instruction
Denise Juneau, State Superintendent

Montana Summer Food Service Program Report Card

Summer 2013

What is the Summer Food Service Program?



When we think of summer, thoughts of warm days, no school and three months of a carefree life float through our minds, but for many families summertime can be one of the most stressful times of year. During the school year, low-income children can eat meals for free or reduced prices through the National School Lunch Program (NSLP) and the School Breakfast Program (SBP). But in the summertime, families who rely on their children receiving 10 free meals per child per week must then find it in their budget to make up those meals. As a result, many children spend the summer months hungry and return to school in the fall underfed and unprepared for another year of learning.

This summer marks the 39th summer since the creation of the Summer Food Service Program (SFSP) and its mission to feed nutritious meals to all children age 18 and under in the summer months. The SFSP is a federally funded program administered through the U.S. Department of Agriculture on a national level, and administered through the Montana Office of Public Instruction on a state level.



In the summer of 2013, Montana served a total of 493,161 meals through SFSP, an increase of 61,244 meals (14%) from the previous year. The average daily participation also increased from 7,980 children participating to 8,148!

The Montana Food Bank Network (MFBN) would like to recognize these 8 summer food sponsors who had a particularly significant increase in the number of meals served from 2012 to 2013:

Sponsors with a 50%-100% Increase in Meals Served From 2012 to 2013

- Great Falls Community Food Bank
- St. Labre Indian High School (Big Horn County Sites)
- Arrowhead School
- Kalispell Public School
- Boys & Girls Club of Northern Cheyenne Nation
- Sheridan Elementary School
- Boulder Elementary School
- Box Elder Elementary School



This report was created by the Montana Food Bank Network with data supplied by the Montana Office of Public Instruction. For more information about the report, contact MFBN at 406.721.3825.



County	2013 Summer Meals Served	% Change from 2012-2013	Number of Sites	Number of Sponsors	Average Number of Serving Days	Average Daily Participation	% Eligible that Participate	Rank
Beaverhead	174	-58.77%	1	1	9	19	7%	36
Big Horn	30,948	5.65%	8	7	29	729	47%	6
Blaine	22,410	7.67%	4	2	73	394	55%	4
Broadwater	2,504	2.12%	1	1	48	52	28%	14
Carbon	1,602	12.18%	3	3	18	51	14%	28
Cascade	15,963	-2.03%	7	6	28	369	10%	34
Custer	6,543	10.47%	2	1	54	121	36%	9
Deer Lodge	8,912	-22.88%	9	1	43	133	36%	8
Fergus	9,389	-33.16%	3	3	76	100	19%	21
Flathead	16,902	67.56%	9	4	38	249	6%	37
Gallatin	10,867	31.20%	7	1	68	122	5%	38
Glacier	29,867	20.56%	12	1	52	370	24%	16
Granite	1,100	-	1	1	39	19	15%	25
Hill	42,167	32.05%	8	6	55	410	31%	11
Jefferson	2,702	52.31%	1	1	31	50	16%	24
Judith Basin	3,690	35.86%	1	1	89	21	25%	15
Lake	21,791	-6.96%	9	8	27	624	30%	12
Lewis and Clark	16,954	6.19%	3	2	44	340	16%	23
Lincoln	10,808	38.56%	7	4	48	130	14%	29
Madison	1,258	54.93%	1	1	28	28	12%	31
Meagher	4,351	147.22%	2	2	43	56	61%	2
Mineral	2,552	-31.64%	3	3	21	85	29%	13
Missoula	30,505	-4.83%	9	3	48	400	10%	33
Musselshell	4,450	6.61%	1	1	53	61	22%	18
Park	5,189	49.71%	1	2	25	79	15%	26
Pondera	21,562	43.03%	4	3	60	199	57%	3
Powell	1,051	31.54%	1	1	38	28	14%	30
Prairie	1,864	40.26%	1	1	44	29	47%	5
Ravalli	6,387	15.43%	3	3	41	130	8%	35
Roosevelt	24,493	18.38%	4	1	47	384	31%	10
Rosebud	11,370	8.05%	6	3	42	228	20%	20
Sanders	11,604	2.58%	7	6	27	253	37%	7
Silver Bow	16,426	-4.53%	9	3	23	300	23%	17
Stillwater	1,603	-	2	1	27	37	14%	27
Teton	770	-6.67%	1	1	28	17	5%	39
Tool	1,507	-69.99%	1	1	27	35	18%	22
Valley	4,834	49.80%	1	1	58	57	11%	32
Wheatland	6,873	-45.20%	4	1	29	113	73%	1
Yellowstone	79,219	53.72%	17	5	48	1326	22%	19
Montana	493,161	14%	174	97	42	8148	18%	-

Average Daily Participation

There is no set methodology for ADP calculation. States often disagree on the “correct” method, which often differs from what the USDA reports on a national level. For this report, average daily participation for each sponsor is calculated by dividing the total number of meals served at whichever meal had the highest meal count, typically lunch, by the number of operation days reported for that sponsor. County level ADP was calculated by finding the sum of all sponsor ADPs and state level ADP was determined by finding the sum of all county level values. MFBN uses only one meal to calculate ADP to avoid counting children who eat multiple meals at each site as two different individuals.

Key:

2013 Summer Meals Served: The total number of breakfasts, lunches, suppers, and snacks served to children through the SFSP.

% Change from 2012-2013: The change in total meals served through the SFSP in 2012 compared to the total meals served in 2013.

Number of Sites: Total number of SFSP sites in each county.

Number of Sponsors: Total number of SFSP sponsors in each county.

Average Number of Serving Days: The average number of serving days reported by each sponsor divided by the total number of sponsors.

Average Daily Participation: ADP is calculated for individual sites based on the meal with the highest participation divided by the number of serving days. The ADP for each site is then totaled to find the county ADP.

% Eligible that Participate: Compares the average number of children who ate at least one meal through the SFSP each day to the average number of children who ate a FRP lunch during the school year through the National School Lunch Program.

Rank: Based on % Eligible that Participate.

How to Increase Participation

Increasing the number of summer food sites is a great way to increase access to summer meals, but it is not the only way. Increasing participation at already existing summer sites is another great way to ensure more kids are taking advantage of this resource. Each year, MFBN conducts a survey of the previous year’s first time sponsors. The new sponsor survey for 2013 included 14 sponsors across 12 counties. This survey is conducted to get an understanding of the successes and challenges for new sponsors, as well as to identify areas of need for sponsors as they prepare to run successful summer feeding sites.

When asked about an area where the sponsors could use assistance half of those surveyed indicated that they would like help **increasing marketing and outreach** for the program. And although 10 out of 14 sponsors reported yes to having volunteers help with their program, almost every sponsor surveyed was interested in getting volunteers or **increasing their number of volunteers**. Increasing the amount of marketing/outreach as well as incorporating volunteers are both great ways to help increase the participation of an already existing summer food site. Ideas on how to increase marketing and where to find volunteers can be found below.

It takes more than just meals to make this program work!

Marketing a Summer Food Site

How will kids receive free summer meals if they don’t know the program exists? Outreach is a critical component of any successful Summer Food Service Program but the endless number of ways to advertise can be overwhelming. Below is a list of marketing techniques that sponsors have found effective.

- Distribute flyers with site information around the community in areas often frequented by low-income families (Office of Public Assistance, WIC clinic, food banks, thrift stores etc.) as well as places often visited by kids and families (parks, churches, schools, libraries, grocery stores etc.)
- Ask local schools to send a robocall to families notifying them that the SFSP is available in their community.
- Run ads, PSAs, op-eds, or letters to the editor in your local media. Don’t forget to ask schools, churches and business to include summer food info in their newsletters!
- Make sure to have plenty of signage at the summer food site indicating free meals for kids and when to get them.
- Recruit volunteers to go door to door in a SFSP neighborhood to personally invite families to participate as well as answer any questions. Give them doorknob hangers to hang as they go.
- Look for more helpful ideas in the USDA’s Summer Meals Toolkit at: <http://www.fns.usda.gov/sfsp/summer-meals-toolkit> or check out the No Kid Hungry website at: <http://mt.nokidhungry.org/> for a link to their Outreach Calendar.



“Free Lunch” sign outside of SFSP site.

Even adding one new method of marketing can help feed more hungry kids!

Recruiting Volunteers

Many sponsors find that they simply do not have the time or resources to go beyond supplying meals to bring more kids into the program. That’s where volunteers come in! Volunteers can help make contacts with local newspapers or radio stations to promote the program, they can also be in charge of creating activities that will draw more kids to the site. Depending on your site regulations, they may even be able to assist with cooking, setting up and cleaning. Volunteers can fill the gaps in a Summer Food Service Program and help it run smoothly.

Need ideas on where to find these volunteers?

- Contact the churches and senior centers in your area to see if anyone is interested in becoming a volunteer.
- Recruit older kids in the community to help with the program. Many older kids feel uncomfortable attending a summer food site because the majority of participants are younger. Give the older kids some ownership of the program by giving them duties, or putting them in charge of programs for the younger kids. You could even work with your school to set up a teen internship or Senior project program.
- Ask your friends, colleagues, and other community contacts to help spread the word about the summer food site, and to find even more people interested in helping to make this program work.

**Don’t forget to clarify food safety and background check requirements before enlisting volunteers.*



Volunteers dress up and help with a SFSP Kick-Off.