



**COLORADO**  
Department of Education

# Innovative Strategies in Meal Participation & Access

## *Panel Presentation*

Moderated by: Gabriella Warner, MS, RD

# Overview

## 1. Blueprint to End Hunger

- Blueprint Goals
- Goal 5
- CDE's Planning Grant
- Needs Assessment
- Respondent Reach
- Your Training Needs
- Further Analysis

## 2. Selected Strategies

- Innovative feedings models and partnerships
- Expanding food access
- Creating operational efficiencies
- Utilizing marketing and promotion tactics

## 3. Q & A



# Blueprint to End Hunger

# Blueprint Goals

## Workgroup 1

- Building public will to end hunger

## Workgroup 2/3

- Community access and engagement

## Workgroup 4

- Increasing SNAP and WIC enrollment

## Workgroup 5

- Maximizing child nutrition



# Goal 5

- To maximize participation in child nutrition programs
  - Program Focus
    - National School Lunch Program
    - School Breakfast Program
    - Afterschool Snack Program
    - Summer Food Service Program
    - Provision Programs
  - Partner Program
    - CACFP

*“The Blueprint focus on [Goal 5](#) was to make Colorado a national leader in the delivery of child nutrition programs so all our children can grow without the impacts of food insecurity. This work group will focus on strategies outlined in the Blueprint to support this goal.”*

# CDE's Planning Grant



- What
  - Needs Assessment
- Who
  - Internal staff
  - External evaluators
- Why
  - Implementation plan

## Research Questions

Who is our target audience and what are their characteristics?

What are the factors affecting student participation and program access?

What are the needs of sponsors to increase student participation and program access?

# Needs Assessment

## Components

- Literature Review
- Statewide Survey
- Key Informant Interviews
- Community Asset Map



### Survey

- Who: SFA/Sponsors
- Sample Size: 208
- Completion rate: 88% (63% summer)

### KIIs

- Who: SFA/Sponsors
- Sample Size: 12 of 14

# Respondent Reach

## TOTAL SFAs

### Student Enrollment | # of SFAs

<50	6
51 to 500	79
501 to 1,000	20
1,0001 to 5,000	40
5,001 to 10,000	14
>10,001	19

## TOTAL SFA Respondents

### Student Enrollment | # of SFAs

<50	6
51 to 500	70
501 to 1,000	18
1,0001 to 5,000	37
5,001 to 10,000	13
>10,001	17

## FRL%

### Not Complete Percent (N)

### Complete Percent (N)

0 to 25%	0%	100% (15)
25 to 50%	15% (12)	85% (68)
50 to 75%	7.8% (5)	92.2% (59)
75 to 100%	0%	100% (13)
Non public school or missing FRL	22.2% (8)	77.8% (28)



# Your Training Needs

## Top - Survey

- Program promotion & communications for various audiences (parents, students, school staff)
- Improving meal quality
- Strategies to reduce stigma

## Open-ended

- Convincing families that the meals are a better option than bringing from home
- Keeping and paying qualified staff; turnover is detrimental
- Nutrition/food education to students
- How to update our kitchens and cafeterias

## Top - KIIS

- Marketing/stigma reduction
- Community partnerships
- Grant writing

## Delivery

- In-person/live
- Remote with option to ask questions
- Regional training preferred among rural districts
  - Opportunity for engagement with others
- Align with kitchen staff hours

## Other

- Easy-to-access training modules desired for those that utilize “train the trainer” model (e.g. charter co-ops)



## CDPHE Report

- Data will be examined by...
  - Geography/location
  - Urban v. rural
  - Small v. large
- Training needs to be adapted accordingly
- Available later this summer!

# Selected Strategies

# Panelist Teams

- Innovative feeding models + partnerships
  - Ashley Moen from CDE
  - Janine Russell from D11 (SFA)
- Expanding food access
  - Meghan George-Nichols from CDPHE
  - Kati Wagner from Wildwood (Sponsor)
- Creating operational efficiencies
  - Erica Boyd from CDE
  - Kasja Larson from Adams 14 (SFA)
- Utilizing marketing and promotion
  - Rainey Wikstrom from Healthy Peoples Project
  - Theresa Pena from Denver Public Schools (SFA)

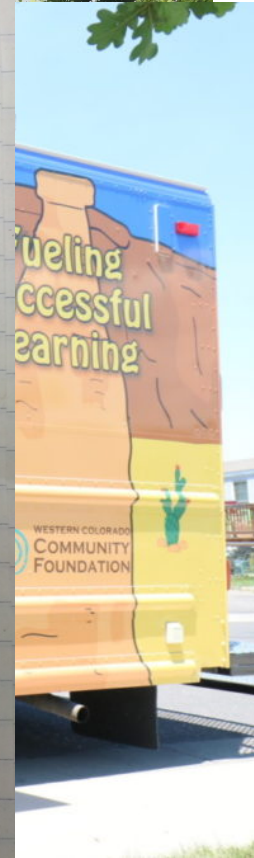
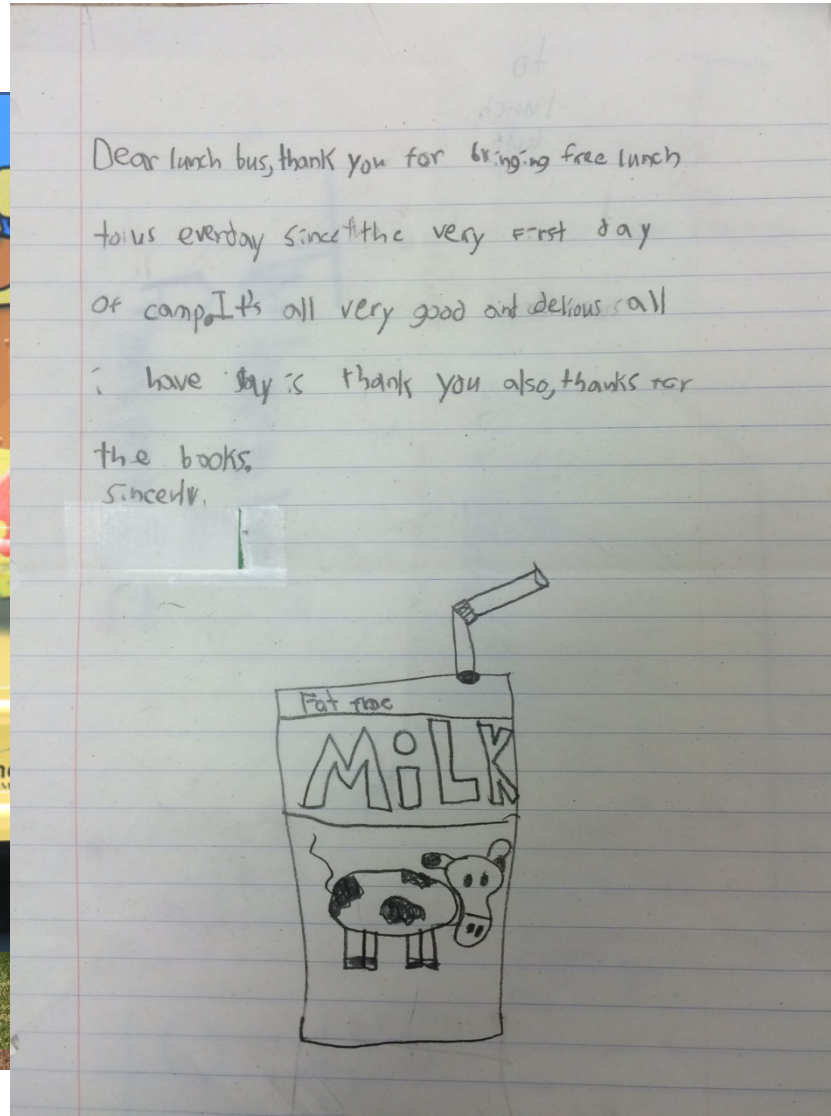
# Innovative Feeding Models + Partnerships

## Featuring: Summer Food Service Program



Presented by:  
Ashley Moen, MS, RD, SNS (CDE)  
& Janine Russell, SNS (D11)

# Summer Meals in Colorado





# Summer Meals Outreach Toolkit



## Summer Food Service Program - Outreach Tools

The following items are designed to help Summer Food Service Program sponsors and partner organizations communicate and inform families of nearby summer meal sites. All materials may be tailored to meet local needs.

### Jump to:

#### Print-ready materials

- [Postcard templates](#)
- [Magnet template](#)
- [Poster/door signage](#)
- [Banner & yard sign templates](#)

#### Web materials

- [Web banner templates](#)
- [Email signatures](#)
- Social Media**
  - [Images](#)
  - [Sample posts](#)

#### Customizable materials

- [Lunch menu template](#)
- [Newsletter template](#)
- [Robo call \(audio file\)](#)
- [Press release template](#)
- [Outreach tracking tool template](#)

## Print-ready and web materials

These materials are ready to download, print and distribute.

### Postcard templates

Distribute postcards to families and local organizations to raise awareness and inform families of nearby meal sites. (Size 5"x7")

#### Postcard FRONT



[Download all ALL 2018 Postcards](#)

### Magnet template

Distribute magnets to families so they know how to find nearby meal sites. (Size: 2"x3")  
[Download magnet \(PDF\)](#)



### Website banners

Customize your webpage by using these web banners. Connect visitors to your summer webpage or to kidsfoodfinder.org.



### Email Signatures



Version 1  
[Blue \(PNG\)](#)  
[Orange \(PNG\)](#)  
[Black \(PNG\)](#)



Version 2 - horizontal

JOIN US FOR  
**FREE MEALS  
AND  
SUMMER  
FUN**

**Text 'FOOD' to 877-877  
or visit  
KidsFoodFinder.org**

**COLORADO**  
Department of Education

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**NO REGISTRATION OR ID REQUIRED**



# Summer Meal Partnerships

External: Churches, Food Pantries, Youth Organizations

Internal: School Libraries, Transportation, Sports  
Camps, School Administrators

Meeting the needs of  
children





# Utilize Equipment From Your Kitchens



Great Children's Health

# Farm Fresh Markets Alongside SFSP



Great Children's Health



# Collaborate with School Librarians



Great Children's Health

# Check with Transportation Dept. for Vehicles



Great Children's Health



# Best Practice Videos from Sponsors



Successful Promotion, Community Involvement  
& Activities for the  
Lunch Lizard Summer Food Program



<http://www.cde.state.co.us/nutrition/sfsp/sponsorandsitetraining>

# Expanding Food Access

## Featuring: CACFP



Presented by: Meghan George-Nichols, RD, CLC (CDPHE)  
and Kati Wagner, CMP, CCNP (Wildwood)

# CACFP Overview

## Objectives

- Introduction to CACFP and eligibility
- Benefits to your school district
- Participating with a sponsor

## Mission and Goals

- The CACFP mission is to promote and support the health of Colorado's children and adults in care.

## Locations

- CACFP may be offered in child care centers, Head Start programs, afterschool at-risk programs, emergency shelters and adult day care.

# Site Eligibility

- Childcare licensing requirements
- Health and safety standards
- At-risk Afterschool
  - Offer enrichment or educational program
  - Site eligibility



# Benefits for your District

- Fill the need for:
  - Snacks served to child care, preschools, and head start programs during the school day
  - Afterschool snack and/or supper
    - Can be served 7 days per week during the school year
  - 5th day meals and snacks.

# 4 Day School Weeks:

## *5th Day Options*

### Child care

Can serve children from 0-12 years old

Claim up to 2 meals and 1 snack per child

Use F/R application or IEF

### At-risk

Can serve children 0-18 years old

Claim 1 meal and 1 snack per child

No income verification needed.

# Participation Options

- SFA holds contract directly with CDPHE-CACFP
- Specific program holds contract with CDPHE-CACFP (ex: Early Learning Department)
- SFA or specific program contracts with a sponsor

# What does a sponsor do for you?

- ✓ Responsible for management plan & budget
- ✓ Conducts annual training & trains new staff as needed
- ✓ Site visits three times a year
- ✓ Processes & submits claims to the state agency
- ✓ Absorbs financial responsibility for audit results leading to fines & penalties
- ✓ When a district exceeds 25 sites, there must be a dedicated FTE
- ✓ Available for technical assistance, training and answers!
- ✓ Can withhold up to 15% for administrative fees of meal reimbursement only (not cash-in-lieu)

## Reimbursement Rates

Breakfast	\$1.79
Snack	\$.086
Lunch/Supper	\$3.31
Cash-in-lieu	<u>\$.235</u>
<i>Total Lunch &amp; Supper</i>	<i>\$3.545</i>

# Dinner Calendar

Monday 4/3/19

## Bean & Cheese Burrito

Whole wheat tortilla (1 ea)  
Pinto bean spread (1/2 cup)  
Mozzarella cheese (.5 oz wt)  
Baby carrots (1/4 cup)  
Pears (1/2 cup)  
1% milk (8 fl oz)

# Received \_\_35\_\_

#Offered \_\_34\_\_

#Attended \_\_36\_\_

Tuesday 4/4/19

## Chicken Caesar Salad

Whole wheat croutons (11 gm)  
Whole grain crackers (25 gm)  
Cooked chicken breast (2.5 oz wt)  
Shredded parmesan cheese (.25 oz)  
Caesar dressing (1.25 fl oz)  
Lettuce (1/2 cup)  
Apple (1/4 cup)  
1% milk (8 fl oz)

# Received \_\_35\_\_

#Offered \_\_30\_\_

#Attended \_\_30\_\_

Wednesday 4/5/19

## Turkey & Cheese Sandwich

Whole wheat roll (1 ea)  
Turkey (1.5 oz wt)  
Cheddar cheese (.75 oz)  
Mayo packet (1 ea)  
Green leaf lettuce (1/4 cup)  
Grapes (1/2 cup)  
1% milk (8 fl oz)

# Received \_\_30\_\_

#Offered \_\_28\_\_

#Attended \_\_31\_\_

# Snack Calendar

Monday 4/8/19

Baby carrots (3/4 cup)  
Ranch Dressing (1oz)  
WG saltines (4 pkgs)

# Received \_\_70\_\_  
# Offered \_\_68\_\_  
# Attended \_\_68\_\_

Tuesday 4/9/19

WG tortilla chips (1oz)  
Salsa (2oz)  
Celery Sticks (3/4 cup)

# Received \_\_75\_\_  
# Offered \_\_72\_\_  
# Attended \_\_75\_\_

Wednesday 4/10/19

\*Yogurt (4oz)  
WG graham crackers (2 pkgs)

# Received \_\_75\_\_  
# Offered \_\_73\_\_  
# Attended \_\_76\_\_

For students with documented allergies to milk products, substitutions available on day marked with an \*: 4/10/19 red grapes

# Tidbits of Information!

- Offer Versus Serve for Supper is an option
- Have dinners prepared on site or vended
- Traveling Apple
- Super Snack versus Supper



**Colorado CACFP**  
Child and Adult Care Food Program

# Creating Operational Efficiencies

## Featuring: Afterschool Snack Program

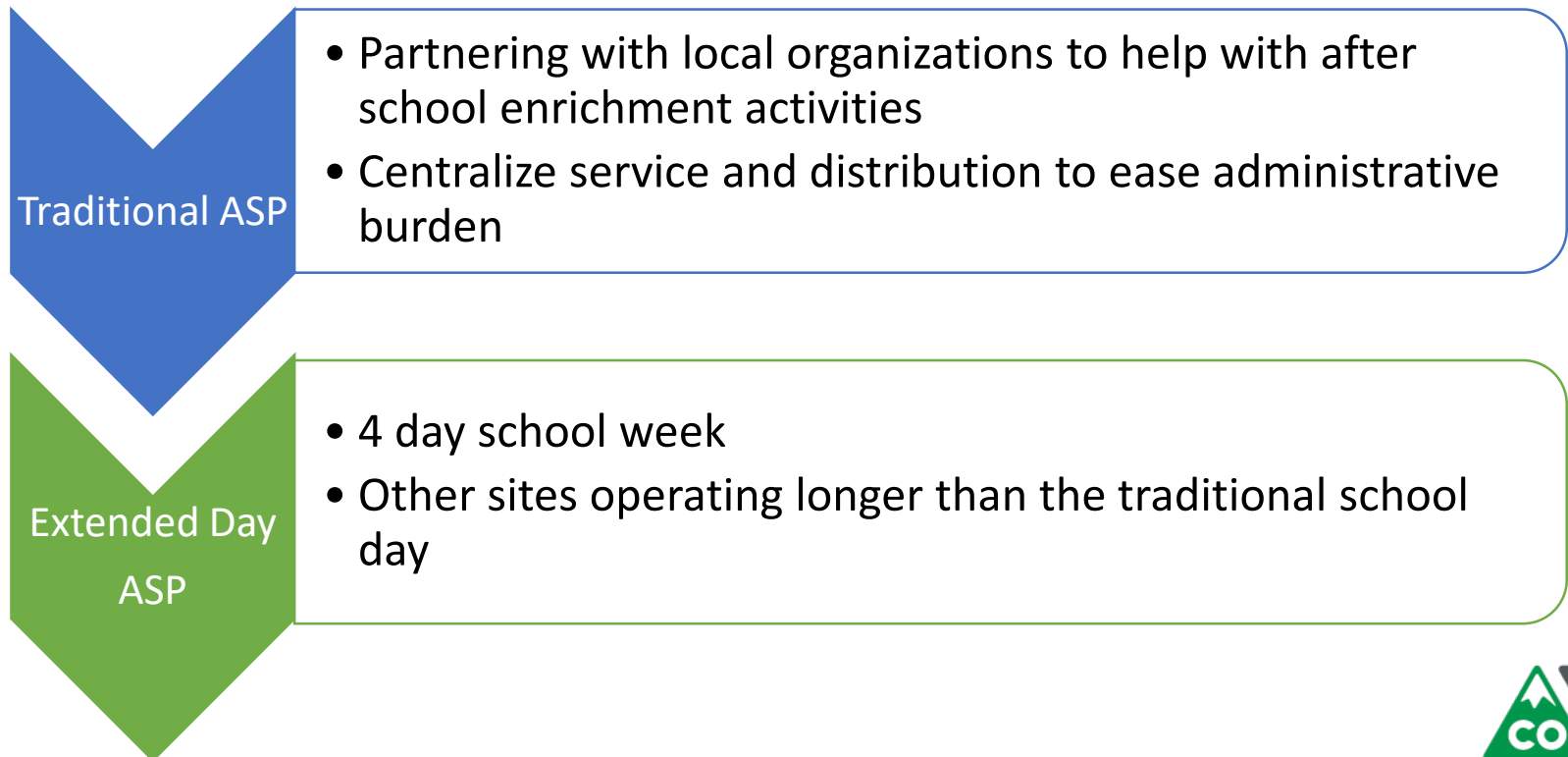


Presented by:  
Erica Boyd, MS, RD (CDE) and  
Kasja Larson, RD, SNS (Adams 14)



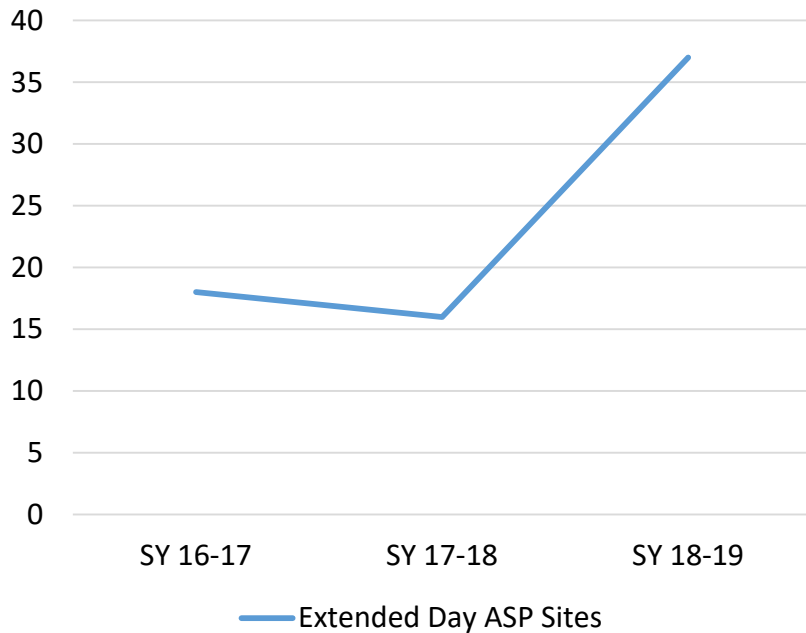
# Afterschool Snack Program (ASP) Overview

The afterschool snack component of the National School Lunch Program is a federally assisted snack service that fills the afternoon hunger gap for students

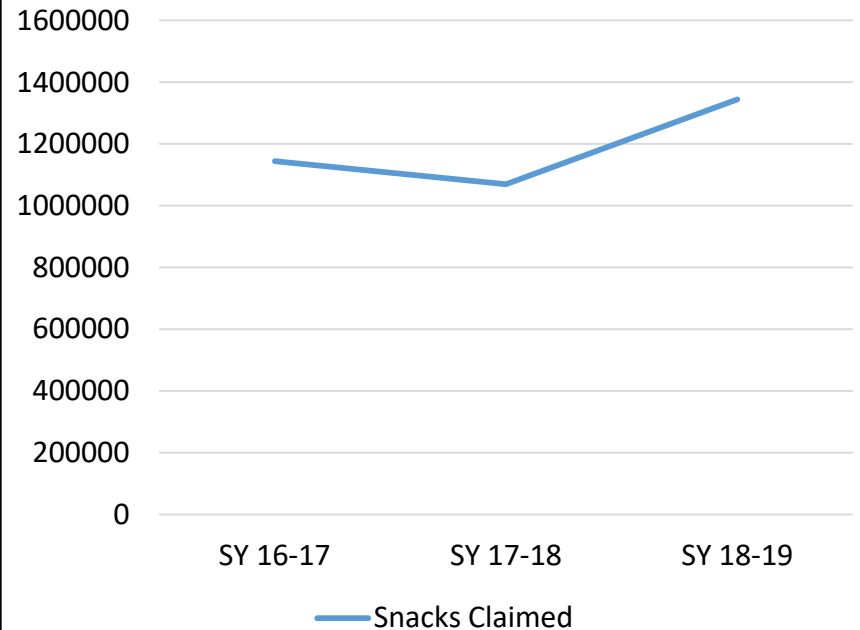


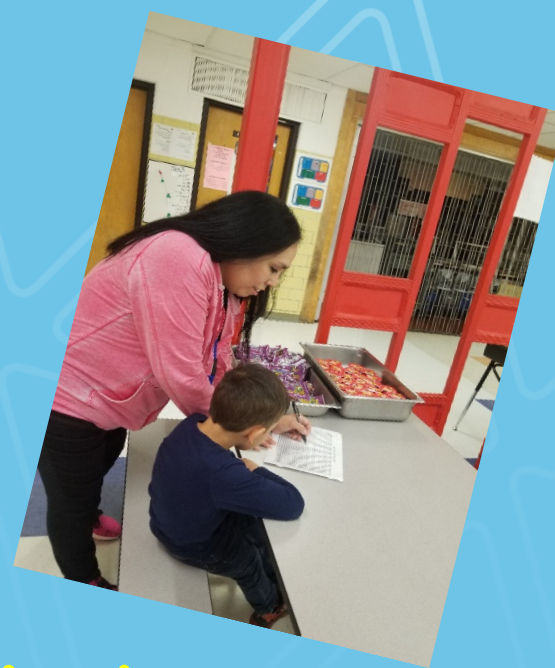
# Afterschool Snack Program (ASP) Overview

## Extended Day ASP Sites

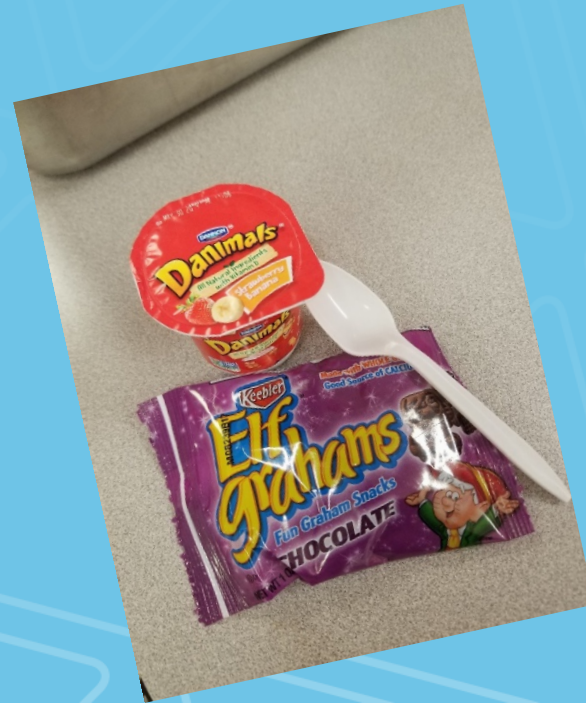


## Snacks Claimed





## Snack Time!



# ASP in Action

## Successes:

- Cross-utilization of products – Create snacks using current products in a different way.
  - ✓ Refried beans made into a dip for snack, served with corn chips or vegetables sticks.
  - ✓ Turkey & Cheese Mini Roll Ups
- Service time – immediately at dismissal bell before afterschool programming begins.
- Printed rosters for afterschool activities plus blank roster sheet.
- Kitchen preps snacks & leaves in secured but accessible location, outside of the kitchen, for person overseeing the snack program. (e.g. milk cooler)
- Determining one point person per school site to distribute snack daily for all afterschool activities, if possible.
- Utilization of Afterschool Snack Request Form

# ASP in Action

## Challenges:

- Training of all staff overseeing distribution of snacks.
- Ensuring food safety and handling procedures.
- Children taking all components.
- Afterschool Snack Request forms often not fully completed.



# Utilizing Marketing & Promotion Tactics

Featuring: DPS



Presented by:  
Rainey Wikstrom (Healthy People Project) and  
Theresa Pena (DPS)

# The Marketing Team

- Chris Hazle – LiveWell Colorado
  - Co-lead & Culinary Expert
- Theresa Peña – Denver Public Schools, FNS
  - Food & Nutrition Services liaison
- Rainey Wikstrom – The Healthy People Project
  - Marketing, design and communications lead



# Marketing School Meals

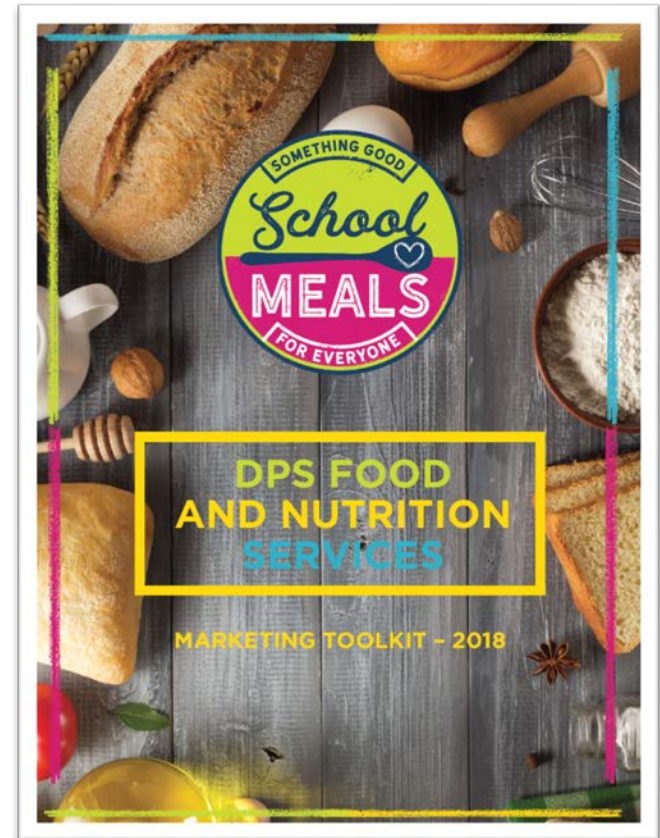
- **Goals:**
  - Increase participation in school lunch among *all* students
  - Increase awareness of school meal initiatives
  - Modernize views of school food quality and choices
- **What we learned:**
  - DPS students, staff & parents remain unaware of meal improvements
- **What we created:**
  - A marketing plan & toolkit to promote the program and grow participation rates
- **What we did:**
  - Identified meal program assets
  - Modernized school meal experience & promoted the good work underway in DPS





# Where We Started?

- Conducted data review:
  - Declining participation rates
  - Decline greater among free & reduced-priced customers than paid
- Established baseline understanding of DPS parents, staff & students:
  - Focus groups
  - Student surveys
  - Staff meetings
- Developed a marketing plan
  - Identified key messaging
  - Created a unique brand and logo
- Created a Cafeteria Toolkit to:
  - Modernize the cafeteria dining experience
  - Elevate the view of school meals
  - Created brand consistency across the District



# Cafeteria Toolkit Materials

- Colorful posters (4)
- Service line clings
- Decorative tissue balls
- Colorful crocheted hair coverings
- Branded aprons
- Menu boards
- Marketing handbook



# The Cafeteria Refresh

- Kitchen managers asked to “decorate” cafeteria with posters, clings, and colorful balls
  - Contest for teams that had the most dramatic refresh
  - Implemented at the beginning of the school year
- Created buy-in for the new brand, goals and site ownership to increase participation rates





# Marketing Materials

- Tasting posters
- Truck wraps
- Garden to Cafeteria Banners
- Large logo stickers-for FNS
- Framed Posters-FNS
- Website updates
- Cafeteria & Custodial Staff
  - How Cafeteria & Custodial Staff Can Help Promote School Meals
- School Leaders
  - Checklist for Supporting Your School Lunch Program
- Teachers & Staff
  - 10 Ways Teachers and Staff Can Help Promote School Lunch
- Parent & Parent Groups
  - How Parents and Parent Groups Can Support School Meal Programs
  - Postcards or distribution to parents at back-to-school events



# Other Marketing Efforts

- Media outreach
- Website content updates
- Social media messages
- Staff profiles
- Newsletter articles
- Staff training
  - Customer service, marketing, leadership, coaching vs. managing
  - Toolkit implementation
  - Tasting event training
  - Leadership and other trainings

# Key Initiative: Taste Testing Events



- Taste Test Training & Materials
  - Led by Chef Chris
  - Train the trainer model with FNS Area Supervisors
- Events held in 44 DPS schools & 30,000 students
- Most impactful initiative to positively impact participation rates
- Opportunity for Area Supervisors to implement at other schools on their own

# Other Learnings

- Overall positive response for district wide marketing and branding initiatives
  - Greatest response: logo, posters, aprons & cafeteria decor
- Staff profiles and articles
  - Served as a recognition opportunity for the FNS team
- Successful elements in improving participation rates:
  - Taste testing
  - Menu boards





# Q & A

## Presenter Contacts:

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