



# Summer Fun Café Story

## Partnering for Successful Summer Meals



San Diego Unified School District

Norma Johnson

Food Services Program Specialist



# SDUSD

## Summer Lunch Overview

- Sponsor began 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
- 2010
  - 32 schools, 33 community locations
  - Over 275,000 meals & snacks served



# SDUSD Summer Lunch Program Purpose

- To provide food, resources and activities to children and their families in low-income areas in order to offer safeguards for their present and future health, learning and well-being.



# Why Do We Do IT?

- Hunger is one of the most severe roadblocks to the learning process.
- Lack of nutrition during the summer months may set up a cycle for poor performance once school begins.
- Hunger may make children more prone to illness & other health issues.

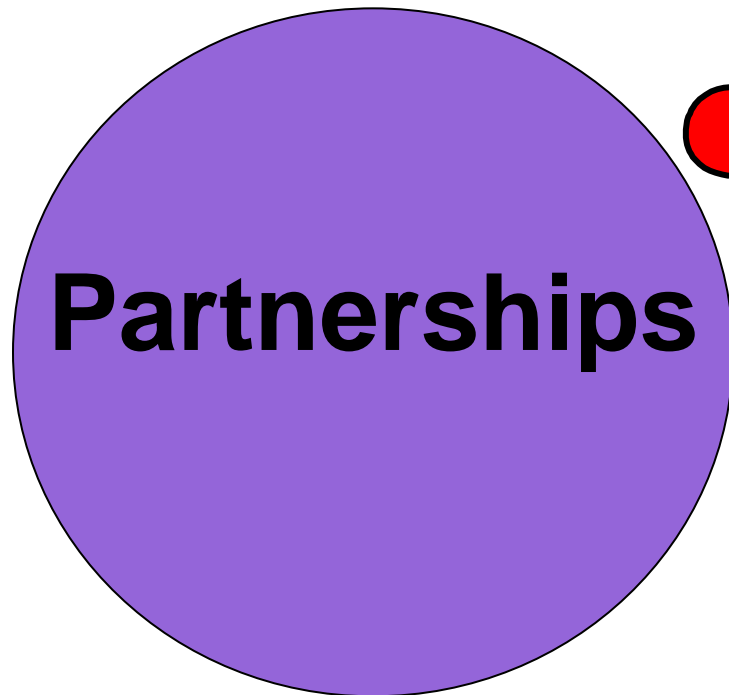


# How do we fund it?

- National School Lunch Program's Seamless Summer Options
  - Requirements
    - Serve all children through age 18
    - Establish area of eligibility – 50% eligible for free or reduced meals of a school attendance area
- CPPW Grant – Communities Putting Prevention to Work
  - Staff for development and management



# Summer Program Success Begins by Developing Partnerships then Putting the Pieces Together



# Creating a Program

- SDUSD Food Services Department's mission is to serve nutritious meals to children
- A partnership can move a meal to a program
- A program can enhance the “whole” child
  - Family involvement
  - Physical Activity





# Developing Community Partnerships

- Identify organizations that share your goals and values
  - Look for organizations that provide services to children in targeted areas
  - Develop a relationship
  - Cultivate and maintain communication
  - Pursue joint funding
  - Collaborate





# Our Planning Process

- Begin early (March-April)
- Identify sites open for summer school
- Identify community sites & sign a MOUs
- Identify program dates & times
  - Special Events
- Review community calendar
  - Schools in session
  - Cultural or Religious holidays and events
- Develop special events
  - Community Resource Partners
  - Food and Activities





# Our Planning Process

- Develop communication plan
  - Coordinator with each site and kitchen
  - Kitchen to site
- Meal counts
- Reports
- Field Trips
- Develop SOP's for kitchen
- Determine Delivery Schedule





# Our Planning Process

- Develop training
  - Requirements
  - Communication
  - Menus
  - Reporting
  - Logistics
  - Food Safety
  - Marketing
- Deliver training
  - Kitchen staff
  - Event staff
  - Site staff





# Our Planning Process

- Create menus
  - Cultural Needs
  - Dietary Needs
- Determine equipment and staffing needs
- Develop budget and break-even minimums
- Determine reporting requirements, methods, assignments and timing
- Plan for site visits





# 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.





# How We Market

- Form marketing committee with community partners
  - City of San Diego Department of Parks & Recreation
  - Non-profit organizations serving children
  - San Diego Food Bank
  - Feeding America San Diego
  - Network for a Healthy California
  - SD Hunger Coalition
  - County Dept. of Public Health-Nutrition Services Div.
  - Mexican Consulate
  - 211 Info Line – hot line to social service information
  - San Diego Gas & Electric
  - SDUSD Departments – Children and Youth in Transition





# Marketing

- Use a name and logo
  - Summer Fun Café
- Develop outreach materials
  - Flyers, posters, banners, special event banners
  - Translate – Spanish, Vietnamese
  - Food Services Newsletter – Devoted to Summer Lunch
  - Letters/press releases sent to libraries, churches, daycare centers, health clinics, military newsletters, newspapers





# Marketing Tools

- Summer Fun Café flyer
- Summer Fun Café poster
- Pizza Day poster
- Banners @ sites
  - Summer Lunch
  - Special Events
- Summer program press releases





# Marketing Tools

- Website
- Letters
- Robo call from SDUSD Superintendent







*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	BBO Day	Mexican Fiesta Day	Dominican Fiesta Day
<b>Lunches served June 24 - August 27, 2010, Mon-Fri at these locations (except July 5)</b>							
Adams	3401 Adams Ave.	SD 92116	619 235-1149	12-1	July 15	Aug 6	Tuesdays
Alfred Gardens	3155 Greenleaf Ave.	SD 92120	619 235-1129	12:00-1:00	July 21	July 9	Tuesdays
Balboa Park/Monkey Field	2221 Morley Field Dr.	SD 92104	619 692-4919	11:30-12:50	July 9	July 15	Wednesdays
Excelsior	6508 Wintonia Ave.	SD 92114	619 527-3481	12-1	June 30	July 21	Monday
Kearny Mesa	3170 Anselweg St.	SD 92111	619 575-1367	12-1	July 1	July 20	Fridays
Linda Vista	7064 Lavent St.	SD 92111	619 575-1562	12:00-1:00	Aug 4	July 7	Tuesdays
Mill Ring Jr.	6401 Skyline Dr.	SD 92114	619 527-3415	12-1	July 23	June 29	Wednesdays
Mid-City/Cym	4303 Landis St.	SD 92105	619 516-3082	12-1	June 28	Aug 4	Fridays
Mira Mesa	8575 New Sahara St.	SD 92128	619 538-0122	12-1	July 6	July 29	Tuesdays
Parra Athletic Field	2550 Duak Dr.	SD 92139	619 527-3450	12:00-1:00	July 27	Aug 10	Thursdays
Serra Mesa	9620 Village Glen Dr.	SD 92123	619 575-3400	12:00-1:00	July 16	June 30	Tuesdays
Skyline Hills	6208 Skyline Dr.	SD 92114	619 527-3486	12-1	June 24 <sup>th</sup>	Aug 2	Thursdays
South Chalmers	3605 Chalmers Dr.	SD 92117	619 561-9924	11:30-12:50	July 20	July 2	Wednesdays
Stockton	330 32nd St.	SD 92102	619 235-1165	12-1	Aug 5	July 27	Wednesdays
Thermaesta	11220 Chalmers Mesa Blvd.	SD 92124	619 575-1565	11:30-12:50	Aug 5	July 1	Tuesdays
<b>Lunches served July 22 - August 27, 2010, Mon-Fri at these locations</b>							
Ashton	2536 Vista St.	SD 92105	619 235-1162	12-1	Aug 3	Aug 12	Wednesdays
City Heights	4300 Landis St.	SD 92105	619 641-6125	12-1	July 20	Aug 17	Thursdays
Colma Del Sol	3519 Orange Ave.	SD 92115	619 235-1144	12-1	Aug 11	Aug 28	Monday
Wilbur Hoodcroft	1955 S. 45th St.	SD 92113	619 527-3467	12:00-1:00	July 29	Aug 12	Monday
Mountain View	641 South Broadway St.	SD 92113	619 527-3417	1-2	Aug 9	July 23	Wednesdays
North Park	4044 Idaho St.	SD 92104	619 235-1152	12-1	Aug 13	July 30	Tuesdays
Paradise Hills	6610 Potomac St.	SD 92139	619 527-3419	12-1	July 30	Aug 13	Tuesdays
Southcrest	4140 Newton Ave.	SD 92113	619 527-3415	12:00-1:00	Aug 10	Aug 17	Tuesdays

★ ★ ★ Special Event Days at the Parks ★ ★ ★

Join us for a fun Barbecue, Mexican Fiesta or the once-a-week Domino's Pizza Day. At the barbecue and fiestas you can take the Power Up Your Summer Challenge by navigating the obstacle course or seeing how low you can go with the limbo plus many other great activities. You can also take home a FREE bag of fruits and vegetables and Food Stamp pre-screening will be offered. Adults can join their children at the barbecues and fiestas for only \$2.00. Children ages 2-18 eat FREE.

Thank you, Summer Fun Café Partners



#### More Summer Fun Café Locations

Location	Address	Dates	Time
Adriana Hartman CYP	4640 Donaldson Drive, 92109	6/24 to 8/27	noos
BayView CYP	1876 Sky Harbor Rd., 92139	7/22 to 8/27	noos
Cabrillo CYP	9429 12 Krew St., 92123	6/24 to 8/27	noos
Chatterton CYP	7427 Linda Vista Rd., 92111	6/24 to 8/27	noos
Gateway CYP	2941 Mendocino Dr., 92110	7/22 to 8/27	noos
Jackie Robinson YMCA	121 WMC Way, 92102	6/24 to 8/27	TBA
Murphy Canyon CYP	40 67 Suro Rd., 92124	7/22 to 8/27	noos
Sherman Heights Community Center	22 59 Island Ave., 92102	6/24 to 8/27	noos
Open to children with military base access only.			
MCRD Summer Program	30 00 Choate Rd., 92106	6/24 to 8/20	TBA
MCRS/Messner Youth	2247 Bauer Rd., 92145	6/24 to 8/27	TBA

#### \*\*Summer Fun Café Kickoff Event

FREE BARBECUE for kids & parents  
Thursday, June 24, 2010  
10:00 - 1:00 PM

Skyline Hills Community Park  
6285 Skyline Dr. BD 92114

Special Guest Appearance of the  
San Diego Pilsener Friter & Paul Squad  
Games, prizes, jumper, music, free bags of  
fruits and vegetables to take home,  
Kruschall Entertainment dance group performs  
Food Stamp and health insurance pre-screening.

#### 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 programs are available during the following summer school sessions. Serving times are listed at [www.sandnet.net](http://www.sandnet.net), school meals.

Session #1 - June 28 - July 23		Session #2 - July 26 - August 20		Session #3 - June 28 - Aug 6	
Alcott	Session #1	Kearny HS	Session #3	O'Farrell	6/28/7/23
Brimley	Session #2	Lindbergh/Schweitzer	Session #1	Rolando Park	Session #1
Charlades Point	Session #2	Madison HS	Session #1	Roosevelt MS	Session #1
Chalmers HS	Session #1	Mann MS	Session #1	San Diego HS	Session #2
Clark MS	Session #2	Mason	Session #2	Stanley MS	Session #1
Crawford HS	Session #1	Memorial MS	Session #1	Taft MS	Session #1
Emerson/Burdini	Session #2	Mission HS	Session #1	Thermaesta	Session #2
Florence	Session #1	Nye	Session #1	Twin	Session #1
Gage	Session #1	Oak Park	Session #1	Zarroneno	Session #2
Hage	Session #1				

For more detailed information about the Summer Fun Café, go to [www.sandf.net](http://www.sandf.net), select 'School Meals', or call the 211 Info Line. Verify program with the Consulate General of Mexico at 619 308-9020.

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# BBQ Banner





# *Mexican Fiesta Banner*

A banner for a Mexican Fiesta event. The banner has a green background with a blue border. On the left, there is a large, stylized sombrero with a brown band and a red and white pattern. The text "Come to a Mexican Fiesta Here this Thursday!" is written in the center. Below the text, it says "FREE to Children ages 2-18" and "Adults \$2.00". In the bottom left corner, there are logos for the San Diego Unified School District and the City of San Diego Park and Recreation Department. In the bottom right corner, there is a small illustration of two people in traditional Mexican attire, one holding a sombrero, with cacti in the background.

Come to a  
**Mexican Fiesta**  
Here this Thursday!

**FREE** to Children ages 2-18  
Adults \$2.00

Sponsored by:  
 San Diego Unified School District  
 City of San Diego Park and Recreation Department



# Letters



## 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 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

- Kickoff event – summer lunch program begins
- Held at Community Park
- In 2010 – served 1450 lunches
- Media attended
  - Plan for media with media packet, informed multi-lingual spokespersons and informed VIPs





# Launch

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





# Launch

- Community Care Partners – 15 booths
- Food Services Dept. Free & Reduced Meal Application
- Radio station broadcasting live
- Inflatable jumper, craft tables
- Costumed fruit and vegetables
- VIPs – school board, superintendent, city council, state and federal legislative representatives.





# Kickoff Poster

## Summer Fun Café Kickoff BBQ

Thursday, June 24, 2010  
10:30 a.m. to 1:30 p.m.  
Skyline Hills Community Park  
8285 Skyline Dr. San Diego 92114

**FREE**

Barbecue

Games & Prizes

Nutrition Decathlon

Music by Friday Night Live!

San Diego Padres' Friar & Pad Squad

Crafts

Kruciaal Element

Inflatable Jumper

**CHAMPIONS for CHANGE**  
Test your skills at the Nutrition Decathlon and win great prizes

**Kruciaal Element**  
Hip Hop Dance Group Performing.

**SAY San Diego**  
Social Advocates For Youth  
Health Insurance pre-screening and enrollment (children 0-19, pregnant women)

**FREE BBQ for Kids AND their parents**

Fun for everyone!

**SAN DIEGO FOOD BANK**

Special guest appearance by the **San Diego Padres' Friar and Pad Squad**

**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

**Healthy Steps**  
Visit the San Ysidro Health Center Mobile Clinic

**SDG&E**  
Learn how to receive discounts on your utility bills

**SDGE**  
Sempra Energy utility

**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





# Delivery

- Summer School Sites
  - Breakfast & Lunch
- Community Sites
  - Lunch & Snack daily
  - Special Events
  - Pizza Day Weekly





# Delivery – Special Events

- Special Events
  - Two events at all community sites
  - Crafts
  - Games, designed & equipped by Network for Healthy California
  - Meals available for adults to buy





## Delivery – Special Events

- Community Resource Partners
  - Food Bank & Feeding America – food distribution
  - SDG&E – Energy Assistance Program
  - Food Stamps
  - SAY (Social Advocates for Youth) San Diego
  - SDUSD Dept, children & youth in transition
  - Network for Healthy California – Champions for Change, healthy cultural cookbooks.

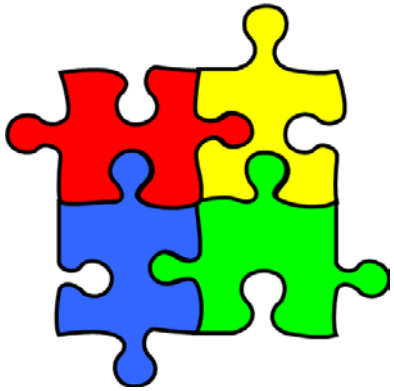




# Evaluation

- Evaluators
  - Children, discussion throughout the summer
  - Parents at special events
  - Community Leaders, contacts
  - Community Site Leaders, by evaluation
  - Principals, contacts & evaluation
  - Kitchen staff, meetings
  - Drivers, asking questions
  - Special Event Staff, asking questions

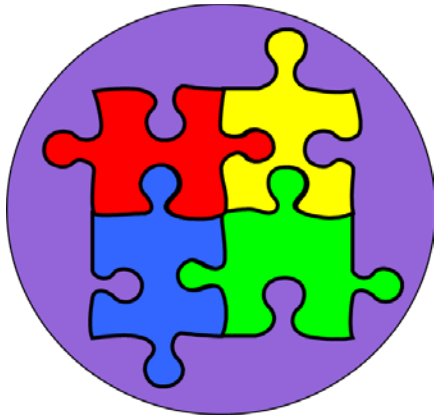




# Without Partnerships We would

- be serving meals to fewer children
- not be reaching family members
- not be exposing families to community resources
- not be providing food to take home
- not be providing education on the benefit of healthy nutritious food and activities

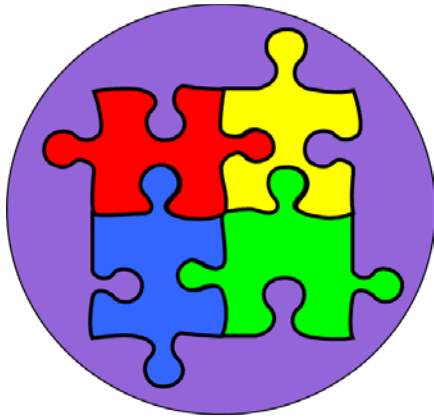




# Lessons Learned

- Free food may not be beneficial if you do not know how to use it
- Marketing can have a huge impact
- Meals should not remain the same all summer long
- Special event days gets the family involved
- All types of groups want to be involved in the special events
- BBQ's are more popular than Fiestas





# Lessons Learned

- Branded food is very popular with children
- Logistics with increased volume
  - Equipment and staffing needs change
  - More paperwork
- Develop and publish the communication plan to all parties
- Community Partners are great resources year-round





## Contact

Norma Johnson

Food Services Program Specialist

[njohnson4@sandi.net](mailto:njohnson4@sandi.net)

