Connecting the Dots:

Schools and the Afterschool Meal Program
Connecting the Dots: Speakers

- Clarissa Hayes, Food Research and Action Center
- April Brown, Hesperia Unified School District
- Betty Crocker, Redlands Unified School District
Who we are:
• National anti-hunger organization in Washington DC
• Nonprofit and nonpartisan

What we do:
• Conduct research and policy analysis
• Serve as a clearinghouse
• Provide technical assistance
• Lobby Congress
In October 2016:

• Nearly 1.1 million children received an afterschool supper.

• Average daily participation grew from about 200,000 children in October 2011.

• Nearly 1.6 million children received an afterschool snack.

• More than 44,000 afterschool programs provided a meal, a snack, or both.
Why Afterschool Meals?

• Schools can incorporate into existing operations

• Many schools have afterschool programming (captive audience)

• Schools are trusted source in community

• Streamlined process for schools participating in CACFP Afterschool Meal Program
Promising Practices

- Serving meals on weekends, breaks, and school holidays
- Rebranding as “supersnack”
- Different service models – concession, in the classroom, expanding service to unaffiliated sites/all programs in school
- Working with out-of-school time partners
- Streamlining program
FRAC Afterschool Meals Resources

- Summer and Afterschool Meals Matter call series
- Data reports
- Summer meals mapper
- Guides, model programs and menus
- Summer and Afterschool Meals Monthly Newsletter
- Connections to other schools/partners

Clarissa Hayes – Chayes@frac.org
Afterschool Meals in Hesperia, CA

Hesperia Unified School District
Presented by: April Brown
About Hesperia USD

- We have 23 schools in our District and 10 schools are CEP
  - 5 High Schools
  - 3 Jr High/Middle Schools
  - 15 Elementary Schools
- 75% of our students have free/reduced status
- Afterschool activities include
  - Sports
  - Tutoring
  - S.T.E.M./Robotics
  - Drama, ASB, and more
- We partner with Parks & Rec
History of Program

- 2015-2016 only 7 sites served afterschool meals
- 2016-2017 began serving our 1st High School site and some teachers served during their programs
- 2017-2018 now serving 3 High Schools and opened some Elementary computers
How Our Program Works

Hot Menu (4 sites)
- Prepared and on site by FSW
- Meals served by FSW
- Computer used to record meals served
- More control, less chance for error

Cold Menu (9 sites)
- Prepared on site by FSW
- Served by teachers/partner
- Rosters used to record meals served
- Less control, more change for error
When we leave food for Park & Rec Staff or teachers we use this form.

Our Lead or Supervisor will fill out a Production Record using the information on this form.
Roster

- Park & Rec and teachers use this form to show which students received a meal.
- Our Lead or Supervisor enter the students into the computer the next day.
### Personnel Activity Report

**Agency Name:** Hesperia Unified School District  
**Site Name:** Nutrition Services Office  
**Employee Name:** April Brown  
**Month/Year:** September 2016  
**Total Hours Per Day:** 8

<table>
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<tr>
<th>Activity</th>
<th>Total Hours Per Month</th>
<th>Percent Charged</th>
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<tr>
<td>CACFP Food Program Admin</td>
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<td>65%</td>
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<tr>
<td>CACFP Food Program Operating</td>
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<td>Holiday, Sick, or Vacation</td>
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<td>Other / Regular Oves</td>
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<tr>
<td><strong>Total Hours Worked Per Day</strong></td>
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<td><strong>100%</strong></td>
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**Note:** Each day must equal the employee’s total work hours per day. The holiday, sick, or vacation pay hours are calculated into the other activities based on the percent of time spent on those activities, so no percentage is shown in the spreadsheet for this time.

I hereby certify that this report is an after-the-fact determination of actual effort expended for the period indicated and that I have full knowledge of 100 percent of these activities. I understand that this information is being given in connection with the receipt of federal funds and that deliberate misrepresentation may subject me to prosecution under applicable state and federal criminal statutes.

**Employee’s Signature:**  
**Date:**

**Supervisor’s Signature:**  
**Date:**
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<tr>
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Meals vs. Snack

- More reimbursement - $2.35 more per free student
- More students are eating meals compared to snacks
- Budget your costs and you will make money

![Profit Chart]

Profit

<table>
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<tr>
<th>Year</th>
<th>Profit</th>
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<td>2015-2016</td>
<td>5,673</td>
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<tr>
<td>2016-2017</td>
<td>149,241</td>
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<td>2017-2018</td>
<td>411,089</td>
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Meals vs. Snacks

Meals Served: 25,000
- Food Cost: $1.65 per meal x 25,000 = $41,250
- Labor Cost: $5,375.00 (planning, ordering, serving, accounting)
- Revenue: $3.46 x 25,000 = $86,500
- PROFIT: $39,875

Snacks Served: 25,000
- Food Cost: $.48 per meal x 25,000 = $12,000
- Labor Cost: $1,200 (planning, ordering, serving, accounting)
- Revenue: $.88 x 25,000 = $22,000
- PROFIT: $19,600

DIFFERENCE OF:
$20,275
Hurdles

- Paperwork – Park & Rec and teachers, more required site monitoring/training
- Staffing – Permanent or Over Contract
- Menus – Menu Fatigue
- Budgeting – Food and Labor
- Participation – Programs and Advertising
- Accounting – Separate account codes, orders, and recordkeeping
Advice

Build Relationships
- Principal Buy In/ District Support
- Staff Understanding

Do Your Homework
- Menu Planning
- Budgeting
- What Programs Are Running
- Have Back-Up Plans

Advertise
CREATING PARTNERSHIPS WITH AFTER SCHOOL MEALS

Redlands Unified School District
Child Nutrition Services
Betty Crocker DrPH(c), MPH, RDN – Director
Objectives

• Identify at least 3 key partnerships you can create to support your program
• List at least 3 potential school or community sites to provide afterschool meals
• Identify benefits to being flexible with your program
• Identify 2 fiscal benefits of utilizing the CACFP Supper program
Before Afterschool Meals. . .

- RUSD free/reduced: 59%
  - 24 schools
  - Range 31% - 92% FR
- Span of 5 Cities
- 6 hot CACFP supper sites & 4 NSLP snack sites
- Disconnected OST providers
- Central kitchen workers- part-time
The Redlands Story

- Expansion of Leadership at CNS Redlands
- Public Health background = Drive to serve greater community

**Champs Grant Opportunity: Summer**
- Co-wrote w/ City of Redlands
- Launched Summer Meals 2017
- Kick-Off and Daily Activities planned

**Follow –Up Grant: Afterschool Meals**
- Co-wrote w/ City of Redlands
- Launched 16 new After school meals sites
- “Super Snacks”-Sourced from Central Kitchen

**New OST Partnerships**
- 6 new summer sites
- Focus on sustainability
- Partners coming to us
Afterschool Meals - The What

- Branded “Super Snack”
- Lower labor burden
- Completely Cold Service
- No food handler cards needed
- Happy coordinators
Afterschool Meals - The How

Thank you CDE Janet Abdelsayed!
Logistics

- Learning curve
- Super Snacks made assembly-line style with overwrap machine.
- Stored in large plastic bins or rolling Cambros
- Transport “Super Snacks” to sites
- Hold in site refrigerators
Logistics

- Field Specialists
  - Partner with site leads
  - Partner with OST providers
  - Partner with Principals
- Outlier programs
  - Principal-Driven Programs
    - Saturday School Grants:
      - Crafton Elementary
  - Special Enrichment Events
    - Franklin Elementary BBQ
Reach Out for Support

• Build a lifeline to the CDE
• Follow the lead of neighbor programs that work
• Field Trips - See what others are doing
• Follow best practices
NOT One Size Fits All

• Adaptable menu options
• Field trips / offsite feeding
• Flexible timelines
• Altering service locations
• Working with sites to meet their individual needs
Press & Promotion

3 for 3!

Kids Dig into Free Summer Lunches

Meal Program Is a Champion

Feeding A Neet
## Partnerships

### Community Partnerships
- Local Churches
- IEHP
- Loma Linda University
- UCR School of Medicine
- UCR Cooperative Extension
- Farmers & Vendors

### OST Providers
- Boys & Girls Club
- YMCA
- Think Together
- After School Enrichment Clubs

### Enrichment Organizations
- YMCA Circus
- Local Dance & Zumba Instructors
- Community Sports Organizations
- A.K. Smiley Library

### Municipal & Govt. Partnerships
- San Bernardino County Dept. Public Health
- SB County Superintendent of Schools
- City of Redlands
- Redlands Police Department
- California Department of Education
*With the addition of the YMCA, Boys & Girls Club, City of Redlands, and Principal-driven enrichment programs brought on line.
After School Meal Service Comparison

2016-17 NSLP & CACFP

$0.86 & $3.39

$3.462

*With the addition of the YMCA, Boys & Girls Club, City of Redlands, and Principal-driven enrichment programs brought on line.
Student Impact

• 59% of RUSD kids rely on free/reduced priced meals
• Afterschool Supper Program fills gap for families
• Students who do not receive the 3rd meal now have access at ALL elementary & middle schools

• NEXT FRONTIER.....
  • 3 high schools: 7500 high school students SY 2018-19
Challenges / Lessons Learned

- Be flexible enough to support individual needs of your sites
- Adapt to the culture of your district
  - In ours, principals are key
  - Identify your key players
  - Empower your champions
- Get out of your box and into solution mode
- Follow through = Strong partnerships
Our Kiddos THANK YOU & so do we!
Stay in touch!

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Betty Crocker
Christine_Crocker@redlands.k12.ca.us