At-Risk Afterschool Meals: Rebranding Supper as a “Super Snack”

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  No Disclosures

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After School Goals

Reach more kids

Kids eat more
Sponsor vs. Program Provider

**Sponsor**

- Focus on providing meals

**Program Provider**

- Focus on providing programming

[Images of logos: Operation Food Search and St. Louis County Library]
Vocabulary

• Train partners and program providers
• Use branded vocabulary on outward-facing materials
• Stay away from government language
• “Super Snack” and “Snack” instead of “Supper” or “Meal”
• “Locations” or “Partners” instead of “Sites”
• Don’t use “At-Risk”
What is a Super Snack?

• Meets all requirements of a CACFP supper
• Fuel for afterschool activities, but can be supper for children who won’t eat at home
• Snack style
• Served directly after school
• Served to all children, regardless of participation in programming
  • Reduce stigma
Increase Participation

Serving at dismissal allows all children to participate.

“Part of school day” not “part of program”
Plate Waste

• In the US, approximately 141 trillion calories are wasted per year
• $1,238,846,400 in food are wasted at schools annually
• 60% of fresh vegetables and 40% of fresh fruits are being wasted

Kids Eat More

Meals kids like

Easier to use share table
- Can store share table food for another use

Decrease plate waste
- Kids eat more healthy foods
Revisit Goals

More children eat

- Serving directly after school
- Serving all children

Kids eat more food

- Kid-friendly products
- Share table
Thank You
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