



Massachusetts Department of
**ELEMENTARY & SECONDARY
EDUCATION**

School Based Nutrition and Child Hunger Relief Programs School Breakfast and Summer Food Service Outreach Report

Line item: 7053-1925
January 2010



This document was prepared by the
Massachusetts Department of Elementary and Secondary Education
Mitchell D. Chester, Ed.D.
Commissioner

Board of Elementary and Secondary Education Members

Ms. Maura Banta, Chair, Melrose
Ms. Harneen Chernow, Jamaica Plain
Mr. Gerald Chertavian, Cambridge
Mr. Michael D'Ortenzio, Jr., Chair, Student Advisory Council, Wellesley
Dr. Thomas E. Fortmann, Lexington
Ms. Beverly Holmes, Springfield
Dr. Jeff Howard, Reading
Ms. Ruth Kaplan, Brookline
Dr. Dana Mohler-Faria, Bridgewater
Mr. Paul Reville, Secretary of Education, Worcester
Dr. Sandra L. Stotsky, Brookline

Mitchell D. Chester, Ed.D., Commissioner and Secretary to the Board

The Massachusetts Department of Elementary and Secondary Education, an affirmative action employer, is committed to ensuring that all of its programs and facilities are accessible to all members of the public.

We do not discriminate on the basis of age, color, disability, national origin, race, religion, sex or sexual orientation.

Inquiries regarding the Department's compliance with Title IX and other civil rights laws may be directed to the Human Resources Director, 75 Pleasant St., Malden, MA 02148 781-338-6105.

© 2009 Massachusetts Department of Elementary and Secondary Education

Permission is hereby granted to copy any or all parts of this document for non-commercial educational purposes. Please credit the "Massachusetts Department of Elementary and Secondary Education."

This document printed on recycled paper

Massachusetts Department of Elementary and Secondary Education
75 Pleasant Street, Malden, MA 02148-4906
Phone 781-338-3000 TTY: N.E.T. Relay 800-439-2370
www.doe.mass.edu





Massachusetts Department of Elementary and Secondary Education

75 Pleasant Street, Malden, Massachusetts 02148-4906

Telephone: (781) 338-3000
TTY: N.E.T. Relay 1-800-439-2370

Mitchell D. Chester, Ed.D.
Commissioner

January 2010

Dear Members of the General Court:

I am pleased to submit this report *School Based Nutrition and Child Hunger Relief Programs School Breakfast and Summer Food Service Outreach* pursuant to MGL Chapter 15, section 1G(f) and Chapter 27 of the Acts of 2009, line-item 7053-1925.

Throughout the year, Department of Elementary and Secondary Education addressed the benefits of the school breakfast and summer food service programs as nutritional supports for families in the Commonwealth. Under the direction of the Office for Nutrition, Health and Safety Programs, the child nutrition outreach program coordinators at Project Bread worked together with school district staff and community organizations to expand and improve current programs, and implement new campaigns and resources to address childhood hunger in Massachusetts. Continued monitoring of economic trends, and meal benefit eligibility levels provide the opportunity to forecast need in all cities and towns. The difficult economic status in many communities challenge program sponsorship, however, collaborative activities with coordination of resources sustain program participation.

During the 2008-2009 school year, the seventh year of the Universal School Breakfast Program, the Department provided funding for the Universal School Breakfast Program to 37 school districts, offering a nutritious breakfast to more than 111,000 Massachusetts children in 250 schools. These funds were used to provide breakfast to all children in schools with a high percentage of students eligible for free or reduced priced school meals. The schools developed partnerships among administrators, food service personnel, and other school staff to make breakfast a regular part of the school day. School administrators and teachers comment that since the inclusion of breakfast, student achievement has increased, students are making fewer visits to the nurse, and absenteeism continues to decline.

The translation of school breakfast brochures to include Portuguese, Haitian Creole, Vietnamese, Chinese, Russian, and Khmer was updated for mailings to community agencies, food service directors, and schools. Breakfast materials were offered to community agencies, food service directors, principals, and homeless liaisons throughout the state to promote the benefits of starting the school day with a nutritious breakfast. As a result nearly 42,000 requests for brochures in Spanish, Portuguese, Haitian Creole, Vietnamese, Chinese, Russian, and Khmer were received; with more than 65,729 promotional breakfast materials distributed.

Outreach staff also continued to work with food service directors and schools to promote serving breakfast as part of the school day. Overall 1,100 schools offer a breakfast program to students using various models ranging from universally free for all students in the school to others which

include charging for purchase of breakfast. There are 347 schools utilizing the Universal breakfast model, which is free of charge to all students; 243 of those received *state* Universal Breakfast funds. Seventy-one schools offer breakfast as part of the school day, including breakfast in the classroom, mandatory breakfast in the cafeteria, and grab and go breakfast.

The Department expanded Summer Food Service Program availability and program information through community-specific maps and a new transit ad campaign. Nine new sponsors were added and there were 20 new sites across the state; overall this increased the number of sites from 760 to 818. The Commonwealth experienced its largest increase in the percentage of needy children participating in Child Nutrition Programs since 2002-2003. The statewide figure increased by 3.3 percentage points to 46.04 percent overall.

The Commonwealth funds two Summer Food Service Program grants annually to encourage new and existing sponsoring agencies to sponsor new sites and/or increase participation or length of operation at existing sites. The Start-Up grant received and approved the 13 applications for FY09, with total grant monies awarded being \$116,100. All applicants used monies to advertise the program through site banners, and print media, including flyers, newspapers, billboards, posters on MA transit, buses, electronic media, radio and television; some requested monies for staff food safety training, and items to ensure proper food preparation, handling, and delivery. The Expansion Grant received and approved 24 applications, with \$383,900 being awarded. Funds were used to advertise and promote their program through community outreach, and the media; most also requested non-instructional supplies to enhance food preparation, proper handling, and delivery.

For summer programs, the key is the link to community-based activities and the comprehensive operation of these summer sites. Additional federal reimbursement dollars have been made available through the continual streamlined program reimbursement. Massachusetts realized an increase in federal reimbursement from \$5.9 million for FY08 to over \$6 million in FY09. Increased marketing, food presentation and acceptability, locally grown produce, and enhanced nutrient standards, have improved the overall food service operation and encouraged sustained participation. In more programs, nutrition education has been integrated into the summer day.

Providing grant funds to hire outreach coordinators for local programs has provided an increase in the number of sites, targeted marketing campaigns, and expanded community involvement in the Summer Food Service Program. The availability of additional grant opportunities from various entities for these programs has allowed for the development of effective strategies to improve nutrition programs, outreach, and accessibility. The Commonwealth's support of these programs contributed greatly to the ability to reach and serve hungry children across the Commonwealth in this strained economic climate.

If you have questions, please feel free to contact me.

Sincerely,

Mitchell D. Chester, Ed.D.
Commissioner of Elementary and Secondary Education

Table of Contents

Part I: Introduction – Development, Goal, and Objectives of Outreach Program...	1
Part II: School Breakfast Program Outreach Activities and Outcomes.....	2
School Meals Application Campaign	3
Partnership Building and Community Outreach.....	3
Breakfast as Part of the School Day and Breakfast in the Classroom	4
Supporting Massachusetts Universal Breakfast	5
Part III – Summer Food Service Program Outreach Activities and Outcomes	5
Massachusetts Summer Food Service Grant Program.....	5
Community Outreach.....	6
Part IV - Nutrition Outreach Activities and Outcomes	8
Summer Food Service Nutrition Initiatives.....	8
School Nutrition and Wellness Initiatives	9
Part V: Statistical Information – School Breakfast and Summer Food Service Program	9
Part VI – Closing Remarks.....	14

Introduction

The Department of Elementary and Secondary Education respectfully submits this Report to the Legislature: Department of Elementary and Secondary Strategic Plan pursuant to Chapter 27 of the Acts of 2009 line-item 7053-1925:

“For the school breakfast program for public and nonpublic schools and for grants to improve summer food programs during the summer school vacation period; provided, that funds shall be expended for the summer food service outreach program and the school breakfast outreach program; provided further, that within the summer food program, priority shall be given to extending such programs for the full summer vacation period and promoting increased participation in such programs...; provided further, that funds shall be expended for the universal school breakfast program in which all children in schools receiving funds under the program shall be provided free, nutritious breakfasts at no cost to them; provided further, that subject to regulations of the board that specify time and learning standards, breakfasts shall be served during regular school hours; provided further, that participation shall be limited to those elementary schools mandated to serve breakfast under section 1C of said chapter 69 where 60 per cent or more of the students are eligible for free or reduced-price meals under the federally-funded school meals program; provided further, that the department shall select school sites for programs authorized by this item not later than November 16, 2009, and shall report to the house and senate committees on ways and means on the preliminary results of these grants not later than January 8, 2010;...”

And M.G.L. Chapter 15, section 1G(f):

“The commissioner shall submit a report to the clerk of the house of representatives who shall forward the same to the joint committee on education, arts and humanities on or before December thirty-first, nineteen hundred and ninety-four and on December thirty-first of each year thereafter. The report shall include, but not be limited to: the percentage of eligible children participating in school breakfast programs statewide during the previous school year; the amount of additional federal dollars brought into the state by all school breakfast and summer food service outreach program activities; the number of additional school breakfast and summer food service programs started in the preceding year; and the increase in participation in summer food services and school breakfast programs.”

Part I: Introduction – Development, Goal, and Objectives of Outreach Program

An Act establishing school-based Nutrition and Child Hunger Relief Programs was signed into law on January 14, 1993. This law, Chapter 414, Acts of 1992, directed the Massachusetts Department of Elementary and Secondary Education (ESE) to establish a School Breakfast and a Summer Food Service Outreach Program. Its overall goal is to increase participation in both programs, with stated emphasis on increasing the participation of needy children. The Department, in keeping with the mandate, established the following objectives in 2008-2009:

1. Improve marketing strategies to increase participation in the School Breakfast and Summer Food Service Outreach Programs.

2. Promote the program as a valuable resource for all children, families, schools, and communities, including homeless and migrant families.
3. Increase the number of children who participate in the Universal Breakfast (UB) Program by promoting breakfast during the school day.
4. Work with meal providers to offer more nutritious and appetizing meals.
5. Recognize individuals that have been instrumental in the progress that has been made, including food service directors and administrators.
6. Assist school districts and appropriate organizations in sponsoring and expanding the programs.
7. Increase the involvement of superintendents, principals, and other local administrative and advocate groups in promoting and supporting school breakfast as an essential part of the school day, and the Summer Food Service Outreach Program as a community resource.
8. Develop creative strategies to remove barriers to program participation.
9. Review and improve current outreach materials, incorporating the use of technology.
10. Ensure that all activities and efforts are culturally sensitive to linguistic minorities.

The Department also continued its contractual relationship with Project Bread – The Walk for Hunger, Inc., to assist in conducting its outreach efforts for 2008 through 2009.

Part II: School Breakfast Program Outreach Activities and Outcomes

During the 2008-2009 school year, the seventh year of the Universal School Breakfast Program, The Department provided funding for the Universal School Breakfast Program to 37 school districts, offering a nutritious breakfast to more than 111,000 Massachusetts children in 250 schools. Universal Breakfast funds were used to provide breakfast to all children in schools with a high percentage of students eligible for free or reduced priced (F/R) school meals. The schools developed partnerships among administrators, food service personnel, and other school staff to make breakfast a regular part of the school day. School administrators and teachers comment that since the inclusion of breakfast, student achievement has increased, students are making fewer visits to the nurse, and absenteeism continues to decline.

The Department believes that breakfast in the classroom, after the bell, remains the simplest way to maximize participation in school breakfast, and ensure that all students start the day ready to learn. Office for Nutrition, Health and Safety Programs outreach staff provided technical assistance to several school districts to continue to promote the breakfast program and its benefits through breakfast coordinators, promotions, and outreach letters and flyers.

Massachusetts school districts received an increase of federal severe need reimbursement from \$26.9 million in FY08 to \$28.7 million in FY09. Regular federal breakfast program reimbursements increased from \$30.8 million in FY08 to \$31.8 million in FY09. Managing costs for breakfasts to support high nutrient dense foods, and address increased food costs overall continue to be a challenge. The breakfast cost calculator and financial fact sheets for the School Breakfast Program located on the outreach website, www.meals4kids.org, assist districts in calculating and managing program costs.

School Meals Application Campaign

Outreach coordinators met with food service directors (FSDs), principals, and community agencies to emphasize the importance of promoting school meal application availability throughout the school year. Schools have been asked to remind parents through newsletters, direct connect, school counselors, and menu memos, that as their household situations change, parents may still apply for meal benefits. Strategies were discussed to ensure that all eligible children had access to free and reduced priced meals. These discussions included school meal application promotion, categorical eligibility of homeless, runaway, and migrant youth, and the importance of sending school meal application mailings throughout the year.

The Department's outreach staff conducted targeted School Meal Application campaigns in communities on the cusp of meeting either area eligibility for SFSP (50 percent F/R eligibility) or eligibility for state Universal Breakfast funds (60 percent F/R, elementary schools only). These campaigns were intended to increase participation in schools where based on other economic indicators, the number of school meal applications on file do not accurately represent the need or eligibility in the community. Of the 20 schools targeted, 65 percent saw an increase in the number of free and reduced price meal applications on file.

Partnership Building and Community Outreach

This year, the outreach program updated the translation of school breakfast brochures to include Portuguese, Haitian Creole, Vietnamese, Chinese, Russian, and Khmer for mailings to community agencies, food service directors, and schools.

The program staff offered school breakfast materials to community agencies, food service directors, principals, and homeless liaisons throughout the state to promote the benefits of starting the school day with a nutritious breakfast. As a result of this mailing, CNOP received requests for nearly 42,000 brochures in Spanish, Portuguese, Haitian Creole, Vietnamese, Chinese, Russian, and Khmer. In total more than 65,729 promotional school breakfast materials were distributed.

During the course of the year, Office for Nutrition, Health and Safety Programs outreach coordinators sent e-alerts to principals throughout the Commonwealth. The first e-alert focused on why school breakfast is so important, particularly as food prices were rising. The second e-alert focused on the importance of promoting school meal applications.

As in previous years, staff collaborated with the Department of Transitional Assistance (DTA) on facilitating a school breakfast mailing to DTA clients that listed the schools in their community that offer breakfast. This mailing is coordinated to be mailed to households during designated times to coincide with district activities, including assessment testing.

Last fall, a newspaper article and menu byte template was created to encourage greater participation in the school breakfast program, particularly in light of the spike in food costs. Food service directors and principals were encouraged to distribute this article to families, and the templates were uploaded to the www.meals4kids.org website for public access.

To assist food service directors with escalating food costs, outreach coordinators created a one-page handout on strategies for cutting costs, and increasing revenue. In addition, a sheet

outlining the availability and benefits of the outreach program's financial analysis calculators was created. These tools may be used to conduct cost/benefit analyses of offering Massachusetts Universal Free Breakfast, Provision II, and increasing breakfast participation.

Child nutrition outreach staff updated public service announcements (PSAs) to address the importance of school breakfast in light of food price increases and unemployment rates. These PSAs were translated into Spanish, and both versions were sent to radio stations across the state.

Outreach coordinators worked with a graduate student from the Harvard School of Public Health to develop a parent outreach pilot project in Salem. Parent focus groups were held to collect their feedback on school meals and their suggestions for effective school breakfast PSA messages. In addition, Better Breakfast Initiative and Better Lunch Initiative toolkits were sent to interested parents serving on their community's wellness committee.

On a bimonthly basis throughout the year, the program sent breakfast brainstorm newsletter e-alerts to food service directors, principals, and community agencies. These newsletters promoted school breakfast as a tool for alleviating hunger, increasing academic performance, and improving classroom behavior. Highlights from this year's Breakfast Brainstorms included: recognition of Breakfast Champions around the state that have made breakfast a part of the school day, information about how the Department's outreach coordinators can work with schools to determine the financial implications of making breakfast changes, cost cutting strategies for FSDs, information about the availability of other federal nutrition programs, 'menu bytes' including breakfast messages, nutrition facts, and activities that FSDs can include on their monthly menus. Additionally, the e-alerts encouraged recipients to order free breakfast promotional materials as part of the outreach program.

Outreach coordinators moderated a session at the Northeast Regional Anti-Hunger Network conference on *Increasing Access to Healthy Foods*, and presented at a number of community hunger network meetings. Coordinators hosted a school breakfast exhibit at an annual school based health center clinical provider meeting to expand the reach of school breakfast and a different delivery model. Finally, information on hunger, school meals, and other federal nutrition programs was presented to students at the South High School in Worcester in honor of hunger education week.

Breakfast as Part of the School Day and Breakfast in the Classroom

In FY09, outreach staff continued to work with food service directors, and schools to promote serving breakfast as part of the school day, and review the use of universal breakfast (UB) funds for eligible schools. Based on food service director reports, the number of schools that utilized these breakfast models during SY2008-09 is as follows:

Universal breakfast: 347 schools offered breakfast free of charge; 243 of those received state UB funds.

Seventy-one schools in Massachusetts offer breakfast as part of the school day. This includes a range of serving models including breakfast in the classroom, mandatory breakfast in the cafeteria, and grab and go breakfast.

In FY09, outreach staff worked with food service directors and principals in targeted communities to offer support and assistance with the transition to making breakfast part of the school day. Food service directors were contacted and assisted to pilot new breakfast in the classroom programs and offered financial support through the School Breakfast Excellence Awards for schools that achieved 80 percent breakfast participation. As part of the partnership to increase breakfast program participation, Massachusetts Child Hunger Initiative provided School Breakfast Excellence Awards to nine schools in eight communities, for a total of \$9,000.

This year, outreach program staff created a fact sheet for schools with new Expanded Learning Time (ELT) programs. The fact sheet summarizes the benefits of incorporating breakfast into the school day, and includes direction on how to provide adequate nutrition throughout the extended school day. It also emphasizes the importance of meal spacing and the timing of meals provided. At Mass 2020's ELT summit, outreach staff distributed this fact sheet and addressed attendees' inquiries.

Supporting Massachusetts Universal Breakfast

In FY09, outreach coordinators worked with schools that were eligible to receive Universal Breakfast funds to communicate reimbursement procedures. The Universal Breakfast Cost Calculator was utilized to demonstrate the financial benefits of offering universal free breakfast in Athol, Chicopee, Gardner, Medford, Methuen, Pittsfield, Randolph, Springfield, Waltham, Ware, and Westfield. Additional follow-up was conducted with these districts to implement universal breakfast.

Part III – Summer Food Service Program Outreach Activities and Outcomes

Massachusetts Summer Food Service Grant Program

The Commonwealth funds two SFSP grants annually to encourage new and existing sponsoring agencies to sponsor new sites and/or increase participation or length of operation at existing sites.

The Start-Up grant received 13 applications for FY09, with total grant monies awarded being \$116,100. All applicants used monies to advertise the program through site banners, print media (flyers, newspapers, billboards, posters on MA transit, buses, electronic media, radio and television). Some sponsors requested monies for staff food safety training, and items such as milk chests, ice blankets, and thermometers to ensure proper food preparation, handling, and delivery.

The Expansion Grant received 24 applications for FY09, with total grant monies awarded being \$383,900. Applicants in this grant category also sought to utilize monies to advertise and promote their program through community outreach, and the media (electric company mailings, billboards, newspapers, MA transit posters). Most also requested non-instructional supplies such as steamers, ice makers, refrigeration units, coolers, food warmers, cold mats, basic kitchen utensils, and equipment to enhance food preparation, proper handling, and delivery.

Community Outreach

Summer Food Service Program (SFSP) postcards were sent to potential sponsors, sites, and community agencies in targeted communities to identify new locations for the service of meals in the summer. This was the first step in the SFSP planning process. It promotes awareness of the program and as a result, it generated numerous inquiries about site eligibility.

Electronic versions of SFSP outreach materials, and activity sheets were emailed to Farmers Markets with EBT machines for processing Food Stamp/SNAP transactions. Additional contacts were made to homeless education liaisons, and several agencies that work with Project Bread on hunger screenings, Food Stamp/SNAP application assistance, and conduct outreach to the Latino community.

Site lists, multilingual flyers, and outreach ideas were emailed to nearly 1,700 contacts. Site lists were also sent to 27 farmers markets, and 180 Food Stamp/SNAP outreach contacts. New this year, each of the site lists included a link to that community's online map of open sites. Outreach staff members expanded SFSP outreach to engage new community agencies, which may not focus on food, to support summer meal sites. Agencies statewide were contacted to discuss the SFSP and gauge their interest in providing free or low cost programming to coordinate activities with SFSP sites.

A key resource for sponsors of the summer program is information on the availability of site location and meal service information. Outreach staff reviewed the service used by the Food Research and Action Center (FRAC) and retained a contract with HungerMaps.org (a project of Better Information Group [BIG]) and created community-specific maps on the meals4kids.org website. These maps pinpoint open SFSP site locations, and provide program information. Maps continued to be updated throughout the summer with any changes to open sites.

Program staff collaborated with the Massachusetts Department of Public Health's Office of Oral Health at five SFSP sites in Worcester during July and August (Autumn Woods/Upland Gardens; Wellington Apartments, South Worcester Neighborhood, Mount Carmel, and Green Island Neighborhood) to operate an oral health prevention program at the meal service sites.

Outcomes reported are as follows:

- ◆ Children at each site participated in an oral health education presentation and received a toothbrush.
- ◆ 42 children were screened and received sealants and topical fluoride.
- ◆ 101 dental sealants were placed.
- ◆ 59% were self identified as MassHealth members.
- ◆ 5 children were referred to a dental office for restorative treatment.

The outreach program staff worked with Boston Medical Center (BMC) HealthNet Plan to offer health education and wellness activities at summer meals sites during the SFSP. Kelly Nevins, Director of the BMC HealthNet outreach program, reported data on how many communities were reached this summer. Activities reported by BMC HealthNet Plan included attendance at sites in Chicopee, Holyoke, Lawrence, Lowell, Methuen, and Pittsfield. This included more than 20 site visits.

A Summer Food Service Program (SFSP) Sponsor Survey was developed online to evaluate the effectiveness of SFSP outreach materials, and request information about sponsor successes for a

success wall at the annual 2010 SFSP kickoff event. The survey was sent to 61 sponsors and posted as a link to survey on the meals4kids.org website. Information received was incorporated into the outreach program work plan.

In FY09, the outreach program worked with Massachusetts Child Hunger Initiative (MCHI) to either host community meetings in targeted communities, or attend meetings coordinated by community partners. Depending on the needs of the community in question, meeting strategies varied. Meetings usually focused on site development, outreach strategies, and grant availability. Staff of the outreach program and MCHI followed up with all potential sites, sponsors, and outreach partners after each meeting.

Between January and June, staff attended 25 community meetings in the following communities: Adams, Athol, Fitchburg, Framingham, Gill/Montague, Haverhill, Holyoke, Hyannis, Lawrence, Lowell, Lynn, Medford, New Bedford, Orange, Peabody, Pittsfield, Plymouth, Springfield, Taunton, Waltham, Ware, Wareham, Webster, Woburn, and Worcester. As a result of these meetings and other outreach work, more than 20 new sites were added to the SFSP during the summer of 2009.

Outreach program staff designed four double-sided activity pages to be used as incentives for SFSP sites and sponsors. Each activity page includes information on food and nutrition resources such as Food Stamps/SNAP, WIC, etc.

A newsletter article was developed that discussed how the SFSP is an effective strategy to feed children at a low cost. This article was distributed to sponsors and potential sponsors.

In February 2009, the Department's annual SFSP kickoff event took place. Nearly 70 existing and potential new SFSP sponsors and vendors attended the event in Worcester. The event focused on strategies for operating the SFSP during the economic downturn. In addition to providing information about grants available through ESE and Project Bread, several sponsors presented their successful cost cutting and marketing strategies. New outreach materials presented including transit ads, online SFSP maps, new SFSP activity pages, updated sponsor toolkits, and sample bid language for improving meal quality. Outreach staff worked with MCHI to administer SFSP sponsor and site incentive grants to new and existing sponsors and sites. This partnership resulted in 63 summer grants to 36 communities amounting to \$198,950 being dispersed.

In an effort to broaden SFSP visibility this summer, outreach staff took the lead to collaborate with community and government partners to introduce a transit ad campaign to promote the SFSP. Twelve transit companies in Massachusetts were contacted to determine the logistics of purchasing transit SFSP ads, including cost, space availability, and deadlines. Staff designed two transit ads for buses and trains, developed comprehensive instructions for sponsors on how place transit ads, and provided this information to SFSP sponsors. In conjunction with USDA's Northeast Regional Office (NERO), outreach staff negotiated to have printed, at USDA's expense, a small number of transit ads for interested sponsors. As a result, SFSP transit ads were placed on all four lines of the MBTA as well as on buses in Lowell, Greenfield, Quincy, and Springfield.

Successful open/area sites in the summer program operate in conjunction with other activities and incentive materials. Sponsors have identified that these items support site operations and provide children with activities. The outreach program sent crayon carousels, paddleballs, hacky sacks, and nutrition education activity pages to 56 sponsors with open sites to serve as incentives to draw kids to meal sites. Sites report that these resources assist in maintaining program activities and child participation.

Throughout the summer, outreach staff maintain updated site information available through meals4kids.org and Project Bread's FoodSource Hotline. Every time CNOP discovers changes in site information, the meals4kids.org website site list and the community specific online hunger maps are updated, and the hunger hotline is notified.

Outreach coordinators worked in several communities with pocket areas having more than 50 percent of the school enrollment eligible for free or reduced priced meals to identify new SFSP sponsors. Medford, Peabody, Randolph, and Woburn were identified and provided with technical assistance as new sponsors. All four of these communities sponsored SFSP sites for the first time during the summer of 2009.

A redesign and reprint of the second edition of the SFSP sponsor toolkit was done. Changes included new sections on cost allocation, best practices, advertising, and outreach.

An e-alert was sent to FSDs and principals to inquire about school-based programs that could benefit from the SFSP.

Department outreach staff worked with school superintendents, principals, and food service directors to encourage the use of the ConnectEd automated phone messaging to promote SFSP sites. The outreach program developed 30-second recording templates for community-specific use, and were sent to all sponsors in May. Nearly 70 percent of targeted school districts agreed to utilize ConnectEd to promote their communities' Summer Food Service Program this year.

A complete list of all open SFSP sites was sent to the Department of Transitional Assistance for their use in promoting the SFSP directly to clients.

Part IV - Nutrition Outreach Activities and Outcomes

Summer Food Service Nutrition Initiatives

Building on the 2008 accomplishments of the Better Summer Meals Initiative (BSMI), the 2009 SFSP expanded the number of communities participating in the BSMI to include seven additional sponsors: Framingham, Salem, Springfield, Lynn, Lowell, Waltham, and Woburn.

An online survey was developed and distributed to the nine sponsors who participated in the Better Summer Meals Initiative to assess the impact of the BSMI guidelines on taste preferences, waste, cost, and sustainability of the menu change. Survey responses were received from 56% of the sponsors. Survey results were very positive. For example, sponsors reported that children enjoyed the new BSMI menu more than last year's menu, and that there was less associated waste. The results of the survey will be incorporated into continued efforts to promote Better Summer Meals Initiative in FY10.

School Nutrition and Wellness Initiatives

This year sponsors continued to promote the Locally Grown Foods (LGF) project. Upon working with sponsors to encourage LGF program participation, sponsors in eight communities (Adams, Boston, Lowell, Methuen, Pittsfield, Salem, Springfield, and Woburn) opted to participate for the first time. In addition, sponsors in 12 communities (Barnstable, Chicopee, Gloucester, Greenfield, Holyoke, Lawrence, Lowell, Orange, Somerville, Springfield, Ware, and Westfield) who participated in LGF project last year will continue to participate in FY10.

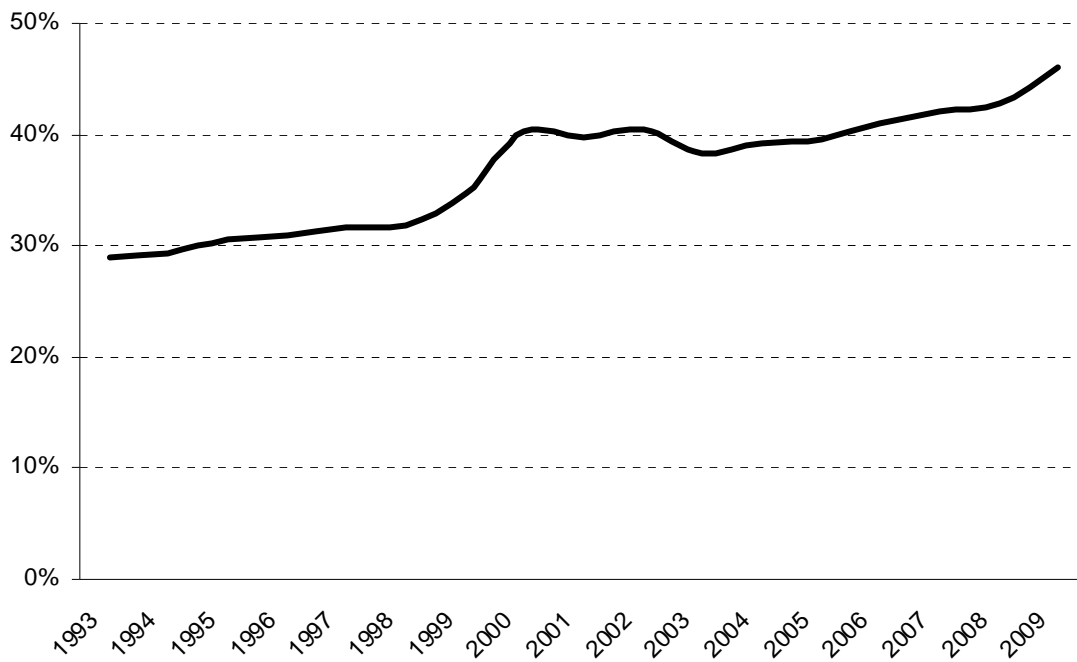
During FY09, outreach coordinators completed the nutrition guidelines, content, and design for the Better Lunch Initiative toolkit. In the fall, toolkits were sent to every target community's food service director (FSD). The coordinators discussed the kit and guidelines with interested FSDs to discuss adoption of the guidelines. This initiative will support the Better Breakfast Initiative and the Better Summer Meals Initiative.

This year, the outreach program began the process of updating key contacts to promote federal nutrition programs through researching appropriate organizations and committees. This process of identifying contacts will continue in the target communities throughout FY10.

Part V: Statistical Information – School Breakfast and Summer Food Service Program

The following are intended to provide objective data regarding the status and changes in participation and availability of the School Breakfast and Summer Food Service Programs. Among other things, the statistics provide information on the number of needy children, or those eligible for free and reduced price meals, who have participated. It should be noted that all, regardless of income, children are eligible to participate in the School Breakfast Program.

Chart 1: Percent of Needy Children Statewide Participating in SFSP or School Breakfast



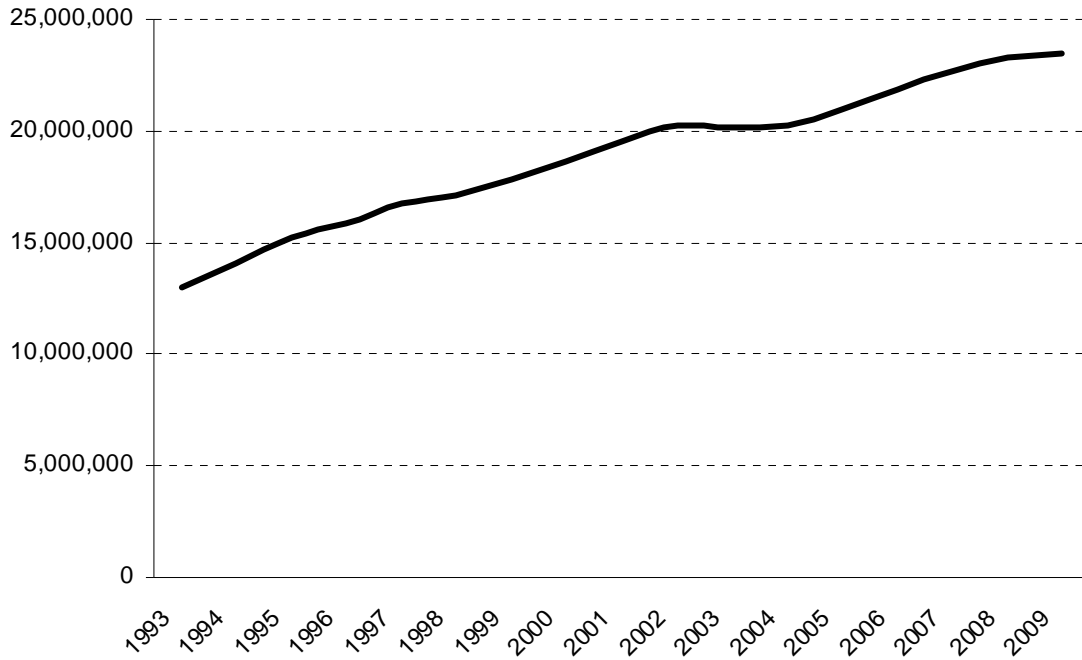
Source: Massachusetts Department of Elementary and Secondary Education, 2009

Table 1: Percent of Needy Children Statewide Participating in SFSP or School Breakfast

Fiscal Year	1993	1994	1995	1996	1997	1998	1999	2000	2001
Percent	28.9	29.3	30.5	30.9	31.6	31.9	34.8	40.2*	39.8
Fiscal Year	2002	2003	2004	2005	2006	2007	2008	2009	
Percent	40.4	38.4	39.2	39.5	40.9	42.1	42.7	46.0	

*This is a corrected figure based on a revision to the calculation method, providing a more accurate reflection of program participation.

Chart 2: School Breakfasts Served Statewide

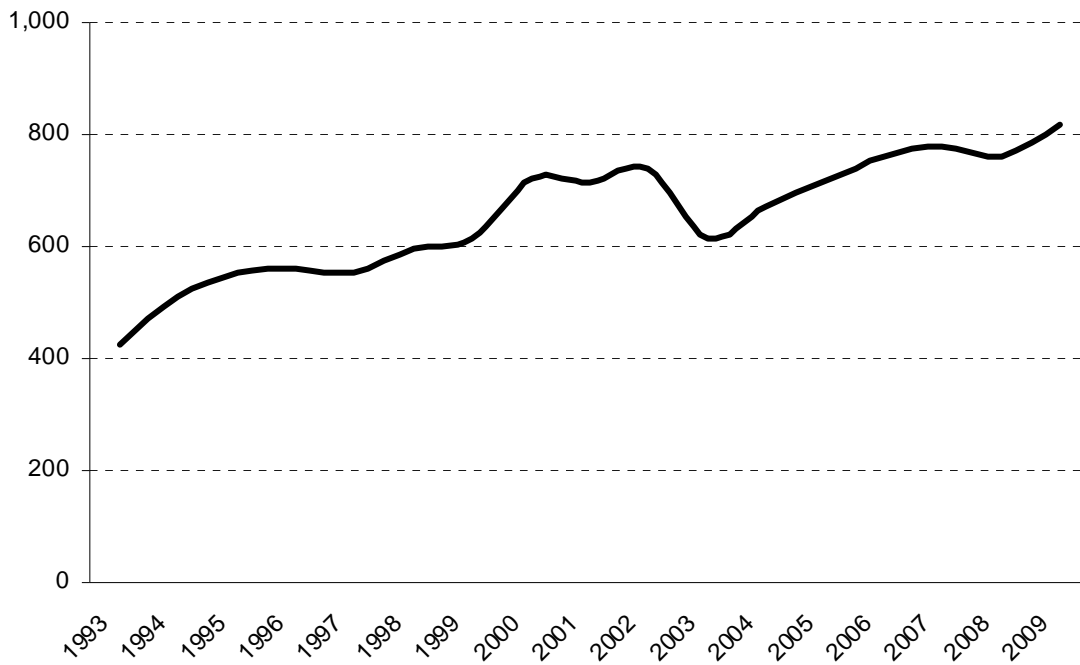


Source: Massachusetts Department of Elementary and Secondary Education, 2009

Table 2: School Breakfasts Served Statewide

Fiscal Year	1993	1994	1995	1996	1997	1998
#	12,974,839	14,025,845	15,248,591	15,890,238	16,735,865	17,113,689
Fiscal Year	1999	2000	2001	2002	2003	2004
#	17,811,196	18,612,759	19,516,468	20,261,470	20,139,328	20,246,056
Fiscal Year	2005	2006	2007	2008	2009	
#	20,947,787	21,828,681	22,643,155	23,321,039	23,469,123	

Chart 3: Number of Participating Summer Food Service Program Sites

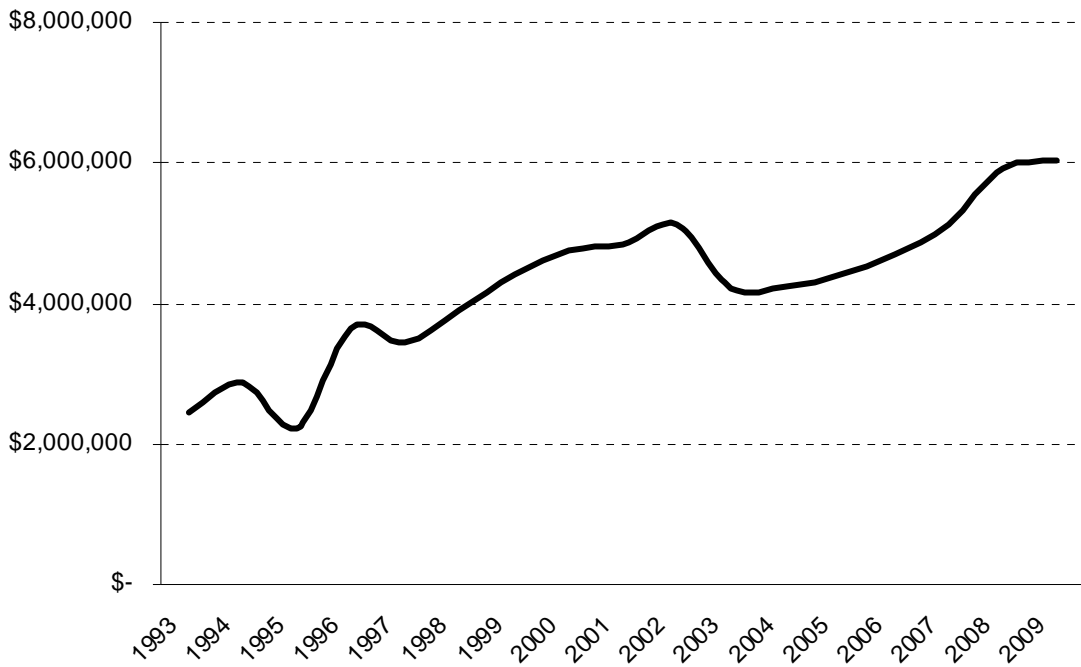


Source: Massachusetts Department of Elementary and Secondary Education, 2009

Table 3: Number of Participating Summer Food Service Program Sites

Fiscal Year	1993	1994	1995	1996	1997	1998	1999	2000	2001
#	424	509	553	559	555	596	614	722	713
Fiscal Year	2002	2003	2004	2005	2006	2007	2008	2009	
#	739	614	671	719	760	780	760	818	

Chart 4: Federal Reimbursements for Summer Food Service



Source: Massachusetts Department of Elementary and Secondary Education, 2009

Table 4: Federal Reimbursements for Summer Food Service

Fiscal Year	1993	1994	1995	1996	1997	1998
\$	\$2,452,139	\$2,889,330	\$2,229,505	\$3,642,503	\$3,434,177**	\$3,896,776
Fiscal Year	1999	2000	2001	2002	2003	2004
\$	\$4,410,708	\$4,746,550	\$4,828,138	\$5,134,627	\$4,215,778	\$4,254,066
Fiscal Year	2005	2006	2007	2008	2009	
\$	\$4,403,704	\$4,700,000	\$5,134,141	\$5,924,438	\$6,031,045	

**The net decrease in federal SFSP reimbursement can be directly attributed to the first ever decrease in maximum per meal reimbursement rates. For lunches, this decrease amounted to \$0.1475 per lunch (for operating costs).

Part VI – Closing Remarks

Throughout the year, Department staff addressed the benefits of the school breakfast and summer food service programs as nutritional supports for families in the Commonwealth. Under the direction of the Office for Nutrition, Health and Safety Programs, the child nutrition outreach program coordinators at Project Bread worked together with school district staff and community organizations to expand and improve current programs, and implement new campaigns and resources to address childhood hunger in Massachusetts. Continued monitoring of economic trends, and meal benefit eligibility levels provide the opportunity to forecast need in all cities and towns. The difficult economic status in many communities challenge program sponsorship, however, collaborative activities with coordination of resources sustain program participation.

Continued interest remains in the classroom meal service and universal breakfast initiative. There are many positive outcomes for both the students and teachers. Resources and guidance on implementation continue to be key supports. The revised resources have provided districts with tools to improve, promote, and strengthen breakfast programs. Universal breakfast programs continue to benefit from the Better Breakfast Initiative and the Breakfast Cost Calculator. The acceptance of breakfast as part of the school day and assistance in financial management issues has allowed for program expansion, which reaches more students daily.

Outreach coordinators have provided program support in specific areas of management and operations encompassing budgets, menu offerings, and nutritional content. Increased student input and participation in the promotion of the breakfast programs have addressed misconceptions on food quality and availability. Providing opportunities for programs to share their successful models and discuss other methods to reach all eligible children has improved and strengthened programs in all regions of the Commonwealth.

For summer programs, the key item is the link to community-based activities and the comprehensive operation of these summer sites. Additional federal reimbursement dollars have been made available through the continual streamlined program reimbursement. Massachusetts realized an increase in federal reimbursement from \$5.9 million for FY08 to over \$6 million in FY09. Incorporating marketing, food presentation and acceptability, locally grown produce, and enhanced nutrient standards, has improved the overall food service operation and encouraged sustained participation. In more programs, nutrition education information and knowledge has been integrated into the summer day. Providing grant funds to hire outreach coordinators for local programs has provided an increase in sites, targeted marketing campaigns, and has expanded community involvement in the Summer Food Service Program. The availability of additional grant opportunities from various entities for these programs has allowed for the development of effective strategies to improve nutrition programs, outreach, and accessibility. The Commonwealth's support of these programs contributed greatly to the ability to reach and serve hungry children across the Commonwealth in this strained economic climate.