

**Priority:** Basic Needs

**Lead Agency:** Commission on

**Program Offer Type:** New Program

**Program Contact:** Janet Hawkins

**Related Programs:**

**Program Characteristics:** Joint Offer, One-Time-Only Request

### Executive Summary

Summer Food is a vital nutrition and feeding program for thousands of children and youth, who are low-income. This offer purchases outreach, community information, and marketing to help reach children and youth in the six Multnomah County School Districts where the program is implemented during the summer months.

### Program Description

-School districts prepare and distribute meals to a variety of sites, offered free to program participants. Last summer, the SFP served over 328,000 meals in 104 sites throughout the county. The program is delivered in school settings, public parks, and recreation centers across the county. It is our community's most effective anti-hunger program during the summer months.

-Participation in SFP has more than doubled since starting the "Free Food & Fun" campaign in 2003. The campaign is a collaboration between CCFC, the Oregon Hunger Relief Task Force, SUN Community Schools, and the Library's Books2U program.

-Expanded outreach efforts will include targeted outreach to parents about the availability of the SFP.

-Efforts include, marketing the program to a variety of ethnic and cultural groups by using translated materials and organizational contacts; producing SFP outreach materials (flyers, posters, banners, etc) and advertisements on Tri-Met buses; distributing materials and advertising SFP well before the close of the school year, providing stipends for student interns at SUN sites to help with culturally appropriate outreach efforts during the summer months, and offering enhanced recreational activities to draw participants to the SFP.

### Program Justification

-Despite this two-year gain, there is still a tremendous need to reach households who are not accessing the Summer Food Program. Based on Free/Reduced School lunch numbers from local school districts, only about 30% of eligible students in Multnomah County are participating in the SFP. Federal reimbursements cover the cost of the food itself, but very little funding is available for community information/outreach.

-In addition, participation drops off if there aren't continuing activities or programs at SFP sites. Keeping children and youth participation at sites during the summer months is challenging. Books 2 U and the Start Smart nutrition curriculum are both very successful in attracting participants. Additional resources for these educational programs will keep children at sites and draw even more families.

-This program offer relates to the Poverty Elimination Framework - Basic Needs/Food Security

### Performance Measures

Measure Type	Primary Measure	Previous Year Actual (FY04-05)	Current Year Purchased (FY05-06)	Current Year Estimate (FY05-06)	Next Year Offer (FY06-07)
Output	Number of meals served	0	0	0	400,000
Outcome	Increase SFP by eligible children and youth	0%	0%	0%	40%

### Performance Measure - Description

-OR Dept. of Ed. measures SFP participation in # of meals served to eligible children, not numbers of program participants. Comparing the SFP "Meals Served" data with Free/Reduced Lunch Program data that are collected during the school year, estimates the # of eligible participants who actually participate in SFP. "Meals Served" is a reliable measure of participation.

-SFP participation increased from 153,012 meals served in Summer 2003 to 328,774 meals served in 2005 (114% increase). Increased public marketing materials and outreach is a proven method of increasing program participation. Working with culturally-based agencies and providing translated materials is also effective in reaching under-served populations.

**Legal/Contractual Obligation**

N/A

**Revenue/Expense Detail**

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
	2006	2006	2007	2007
<b>Program Expenses</b>				
Contracts	\$0	\$0	\$75,000	\$0
Subtotal: Direct Exps:	<b>\$0</b>	<b>\$0</b>	<b>\$75,000</b>	<b>\$0</b>
Administration	\$0	\$0	\$0	\$0
Program Support	\$0	\$0	\$0	\$0
Subtotal: Other Exps:	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Total GF/non-GF:	<b>\$0</b>	<b>\$0</b>	<b>\$75,000</b>	<b>\$0</b>
Program Total:	<b>\$0</b>		<b>\$75,000</b>	
Program FTE	0.00	0.00	0.00	0.00
<b>Program Revenues</b>				
Program Revenue for Admin	\$0	\$0	\$0	\$0
<b>Total Revenue:</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

**Explanation of Revenues**

N/A

**Significant Program Changes**

Last year this program was:

N/A