



Office of Elementary, Middle, Secondary and Continuing Education
Office of Facilities, Management and Information Services
Child Nutrition Program Administration, Room 55
Summer Food Service Program
Tel. (518) 473-2185 Fax.(518) 473-0018

May 2001

To: Summer Food Service Program Sponsors

From: Frances N. O'Donnell, Coordinator

Subject: United States Department of Agriculture (USDA) 2001 Summer Sunshine Awards

The United States Department of Agriculture (USDA) has announced its fourth year of Summer Sunshine Awards.

The purpose of these awards is to encourage and acknowledge innovation, creative and successful partnerships, and increased access to eligible children. These awards recognize your successes, challenges, as well as the valuable information you have to offer other sponsors and State agencies, which may assist in promoting improvements in the program nationwide.

Awards will be presented in the following four categories:

1. Special Populations
2. Program Access
3. Child Development Activities
4. Meal Service and Nutrition

One sponsor or advocacy organization will be nominated for each category by the New York State Education Department and will be forwarded to the Northeast Regional Office of the USDA Food and Nutrition Service for submission to the national level.

Category winners will be selected in October and winners will be notified soon after. Although there is no monetary compensation associated with these awards, winners will be State and nationally recognized. Addison Central School's submission in the Special Populations category for Summer 2000 was a national winner. The district, community and program received well-deserved State, regional and national recognition for its efforts to provide summer meals to children.

Entries will be accepted from any sponsor operating a SFSP or partnering agency. If you feel that your program is outstanding in more than one of the categories, we encourage you to take the time to prepare a nomination packet for each category. A list of the required items needed for a

submission, descriptions and suggestions for each of the four categories, and the evaluation criteria are attached. Nutrition advocates are also invited to submit an entry. Nominees may submit additional materials such as video, pictures and promotional flyers to provide a better understanding of program operations or further illustrate the success of their SFSP. Only the three-page summary, however, will be considered when evaluating the applicant for a 2001 Summer Sunshine Award.

State winners will receive a plaque and their applications will be forwarded to compete with winners from other states in the Northeast Region, which includes Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut.

Submissions should document your initiatives and be both comprehensive and complete.

Attached is information regarding the Awards Nomination Guidelines, Entry Form/Criteria and judging procedures. All nominations must be received by the Child Nutrition Program Administration Office, Room 55, Albany, New York 12234-0055 no later than August 17, 2001.

Additional information regarding the *2001 Summer Sunshine Awards*, including Program summaries of previous award winners and nominees, can be accessed through the USDA Child Nutrition website at: www.fns.usda.gov/cnd/summer/greatideas/ideasbook.htm

Questions should be directed to Paula Tyner-Doyle at (518) 473-2185.

**Summer Food Service Program (SFSP)
2001 Summer Sunshine Awards**

If you have experienced a successful year or overcame a challenge in your program, we encourage you to apply!

A nomination should consist of:

- ◆ The completed entry form.
- ◆ A summary describing the practice/program for each entry submitted in one or more of the four categories, (maximum of three pages, 12 point font) should include areas such as:
 - ◆ A description of why your program deserves to be recognized; describe the activity or initiative and its impact on the SFSP in your community.
 - ◆ Appropriate numbers, such as dollars saved or percent of increased participation, if available.
 - ◆ Length of time the program has been in place.
 - ◆ Relevant history.
 - ◆ Impact and/or cost effectiveness.
 - ◆ Documenting photographs or newspaper articles.
 - ◆ One copy of any video or materials that have been developed.

Categories

Nominations from the following four categories will be considered for these awards:

1. Special Populations

This award is presented to a sponsor or advocacy organization that targets and serves "hard to reach" groups of children in SFSP. In your summary, you should emphasize how you used creative strategies to meet the unique needs of a special population, with the goal of increasing participation and keeping the children actively engaged in the program once it started. Special population groups include, but not limited to: children of migrant workers; American Indian or Alaskan Native children, children from other minority populations; children in rural areas; and, children with special needs.

Be sure to respond to these questions in your Sunshine Award application:

- ◆ Which special population(s) of children did your SFSP serve? Describe the children whom you have targeted and the site(s) where they receive their meals.

- ◆ What barriers to participation did you encounter? Describe at least one challenge you encountered in serving these children and how you overcame it.
- ◆ What specific strategies did you use to reach these children and accommodate their needs? Describe what you did and what results you achieved. For example, did you translate information or launch a special recruitment effort? How effective were these strategies?
- ◆ How did you sustain your efforts? How did you maintain the interest of the children once they entered the program?

2. Program Access

This award is presented to a sponsor or advocacy organization that uses clever and creative activities in its program to promote participation in SFSP in their community. Program access includes outreach efforts at all levels such as: special mailings; contacts with State or local legislators; articles in publications; community coalition efforts, and/or personal contacts.

Be sure to respond to these questions in your Sunshine Award application:

- ◆ What specific steps have you taken to encourage participation in SFSP in your community?
- ◆ What resources (amount of staff time, number of posters distributed, etc.) did you expend on your outreach efforts? How many letters have you sent, personal contacts made, number of meetings attended, etc.?
- ◆ What measures you took to "sustain" your promotion efforts (and participation in SFSP) through the Program year?
- ◆ What is one barrier that limited outreach efforts/program access and how did you address it? Please describe.
- ◆ If you used USDA outreach materials, or created your own, how did you use these materials in your outreach efforts? Attach a sample of materials you created to your summary, if applicable.

3. Child Development Activities

This award is presented to a sponsor or advocacy organization that makes special efforts to integrate child development activities into SFSP. Child development activities are social, recreational, or educational in nature, and may involve family or community members. Examples of these activities include: baseball and soccer games; puppet shows promoting nutrition; computer activities; and art projects teaching the importance of healthy lifestyles.

Be sure to respond to these questions in your Sunshine Award application:

- ◆ What activities are provided at the site(s)? List activities and describe.
- ◆ Do participating children have a "favorite" activity? Describe this activity.
How did you implement it and what was the creative inspiration for this activity?

- ◆ What strategies/activities do you use to keep the interest of all children (e.g., of different age groups or from different cultures)?
- ◆ Were community or family members recruited to assist in these activities (e.g. businesses, teachers, children's parents, etc.)? If yes, describe how you incorporated these members into your program.

4. Meal Service and Nutrition

This award is presented to a sponsor or advocacy organization that enhances the nutritional content of SFSP meals served; improves the overall service of SFSP meals in the program; or implements efficient purchasing practices or plate waste reduction strategies. Examples of this include: incorporating nutrition education in the meal service; using environmentally friendly packaging; and incorporating culturally diverse meals into the menu.

Be sure to respond to these questions in your Sunshine Award application:

- ◆ What specifically has your program done to improve the quality of SFSP meals or meal service? Describe your efforts, and your successes and challenges in doing this.
- ◆ Can you give us one clear "before and after" example of how you improved your meal service or nutrition education training efforts? Describe how you did this and how you measured the results.
- ◆ How are children directly benefiting from your efforts and how are you measuring this?
- ◆ Does your program partner with another community group, local government agency or business? Identify their role in your program and how this partnership assisted you in providing better meal service to children in your community.

**Summer Food Service Program (SFSP)
2001 Summer Sunshine Awards
ENTRY FORM**

Please attach this form to the first page of the summary of each entry submitted. Entries will not be accepted after August 17, 2001.

Name and Address of Applicant:

Contact Person:

Title:

Telephone Number:

Fax Number:

E-mail Address:

Award Category (circle one):

Special Populations
Child Development Activities

Program Access
Meal Service & Nutrition

Meal Service(s) You Provide through SFSP (circle)

Breakfast

Lunch

Snack

Supper

Program Information (SFSP sponsors of multiple sites please use combined totals of all SFSP sites/sponsors whenever possible)

1. How many feeding sites do you have in your Program? _____
2. What is the average daily attendance (ADA) at your feeding site(s)? _____
(Programs with more than one site should provide the sum of their ADAs for each site)
3. Of this number, approximately how many children do you serve on average per day who are:
Children of migrant workers _____
Children from other minority populations _____
American Indian or Alaskan Native children _____
Children in rural areas _____
Children with special needs _____

4. Annual participation or projected annual participation: Overall, you expect your program will serve _____ children, _____ SFSP meals in 2001.
5. Overall, your program served: _____ children, _____ SFSP meals last year (2000), if applicable.
6. If you are part of a partnership, please list the amount of money and/or additional resources (staff time, donated food items) your partnering agency(ies) contributed for the 2001 fiscal year:
 - a. money, in \$ amount _____
 - b. additional resources, please specify resource and amount below:

Submit to: **Child Nutrition Program Administration**
New York State Education Department
Education Building, Room 55
Albany, New York 12234-0055

NO LATER THAN: August 17, 2001

**Summer Food Service Program (SFSP)
2001 Summer Sunshine Awards**

EVALUATION CRITERIA

The criteria presented below will be used when evaluating nominations for the 2001 Summer Sunshine Awards for all four categories, at the National level. New York State will use the same evaluation criteria when considering nominations for awards.

- 1. Community Partnerships (maximum 25 points)** Maximum score will be awarded to partners who effectively work together to establish positive relationships and increase the overall quality of SFSP. Partnerships can include working relationships between State agencies, sponsors, community groups, advocacy organizations, public agencies, businesses, schools and/or families.
- 2. Increased Quality of Service (maximum 25 points)** Maximum score will be awarded to Programs that took measures to enhance the nutritional content and quality of SFSP meals. Points will also be awarded to Programs that have improved access to children and have increased or diversified the activities that were offered at the feeding site(s). If applicable, nominees can discuss any recognition the Program received from participants, parents, or other community members as an indicator of increased quality of SFSP service.
- 3. Innovation (maximum 20 points)** Maximum score will be awarded to innovative and successful ways of combating barriers to Participation, successfully overcoming Program challenges, or creative additions to Program operations. Examples of innovative and creative ideas can be found on USDA's Child Nutrition website at:
www.fns.usda.gov/end/summer/greatideas/ideasbook.htm
- 4. Sustainability/Transferability (maximum 15 points)** Maximum score will be awarded for ideas and Programs that can demonstrate a commitment to Program continuation on the part of administering agencies, program participants, community leaders, and/or family members. Points will also be awarded for the overall usefulness of the idea and how easily other State agencies, sponsors, and partnering agencies can incorporate it into their Program (i.e., the transferability of the idea).
- 5. Cost Effectiveness (maximum 10 points)** Maximum score will be awarded for ideas that make good use of available resources, labor and budget. High points will be awarded to Programs that are "doing more with less" to run a cost-effective SFSP that keeps expenses at a minimum and obtains maximum results.
- 6. Presentation (maximum 5 points)** Maximum score will be awarded for applications that are complete, clear and succinct. Nominations must not exceed the three-page limit.

Total Maximum Score: 100 points

