

WIC and Summer Food: A Recipe for Success

Nutrition Education & Breastfeeding Promotion Conference and Exhibits
National WIC Association
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Learning Objectives

1. Define food insecurity and identify impact on vulnerable, at-risk children and families
2. Learn about the history and purpose of the USDA Summer Food Service Program.
3. Discuss the role WIC clinics can play in providing summer meals to children in need.
4. Describe the importance of forming collaborative relationships well before implementation.
5. Explore the potential to utilize local college students and/or develop a student internship program.

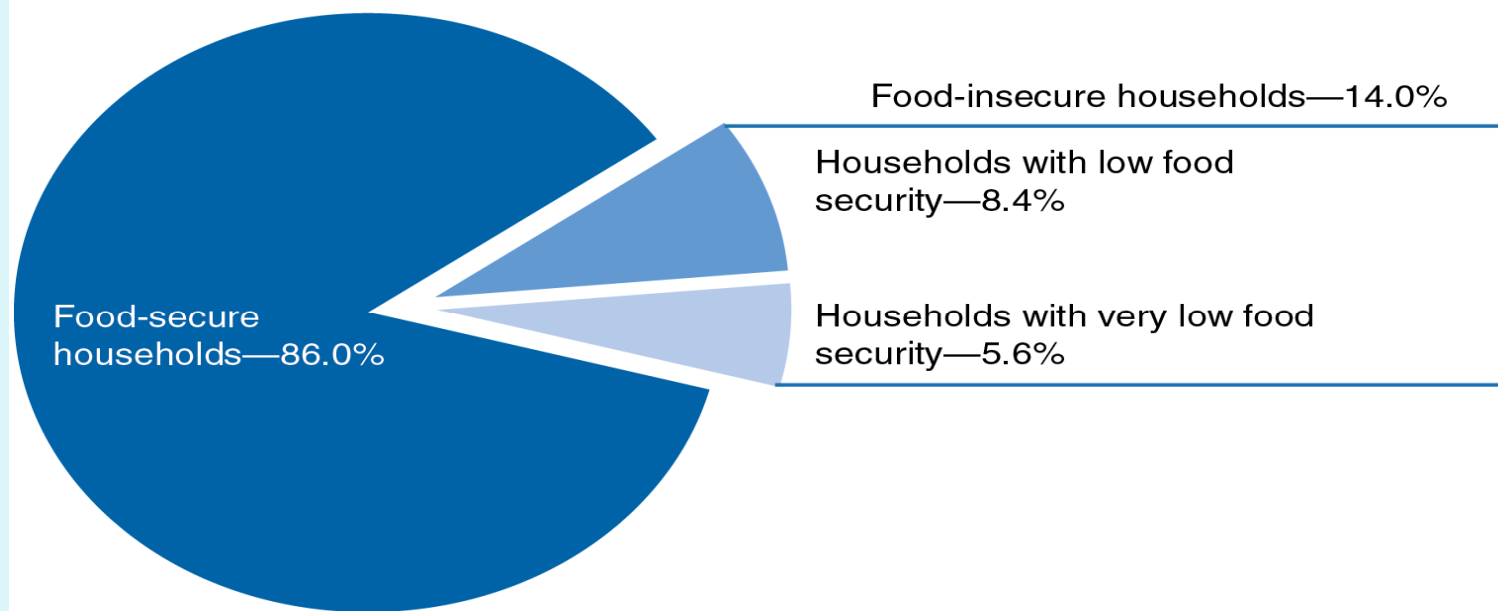
Food Insecurity

Definitions

- Food Secure
 - Having consistent, dependable access to enough food for active, healthy living
- Food Insecure
 - Low food security - Access to adequate food is limited by a lack of money and other resources
 - Very low food security - the food intake of some household members was reduced and normal eating patterns were disrupted at times during the year due to limited resources

Food Insecurity

Figure 1
U.S. households by food security status, 2014



Source: USDA, Economic Research Service using data from U.S. Department of Commerce, U.S. Census Bureau, 2014 Current Population Survey Food Security Supplement.

¹Household Food Security in the United States in 2014, by Alisha Coleman-Jensen, Matthew Rabbitt, Christian Gregory, and Anita Singh Economic Research Report No. (ERR-194) 43 pp, September 2015

Food Insecurity

Data – 2014¹

- Households near or below the FPL, with children headed by single women or single men, women living alone, and Black- and Hispanic-headed households were significantly higher than the national average for food insecurity
- 61% of food-insecure households reported that in the previous month, they had participated in SNAP, WIC and/or NSLP

¹Household Food Security in the United States in 2014, by Alisha Coleman-Jensen, Matthew Rabbitt, Christian Gregory, and Anita Singh Economic Research Report No. (ERR-194) 43 pp, September 2015

USDA Summer Food Service Program (SFSP) *aka Summer Meals*

Purpose

- Pilot program in 1968, became fully authorized in 1975
- Bridge the gap in the summer when kids are not in school receiving meals

Participation

- Any child/teen 18 or younger can participate
- At approved SFSP sites only
- USDA funded

State Administrator

- Receives USDA funds to administer program across the state
- Communicates directly with USDA
- Contracts directly with local sponsors




Local Sponsors

- Enter into agreements with the state agencies
- Manages the local program and can include multiple sites
- Prepares and delivers meals to sites and can serve meals if there are not community sites



Community Sites

- Provide space and additional resources for eligible children age 18 and younger to eat summer meals (may include breakfast, lunch, snacks, and/or dinner)
- Children must have supervision while eating the meal(s)
- Sites work directly with sponsors



Local WIC clinics serve as community sites for summer meals

Types of Eligible Community Sites

- **Open Sites** – open to the community as a whole; operates on a first-come, first-serve basis.
- **Closed Sites** – not open to the public; only children enrolled in the sites' program(s) are able to eat.
- **Restricted Open Sites** – must restrict or limit attendance for reasons of space, security, safety, or control.



Texas WIC Summer Food Pilot Project



Adapting the SFSP to Texas WIC Clinics

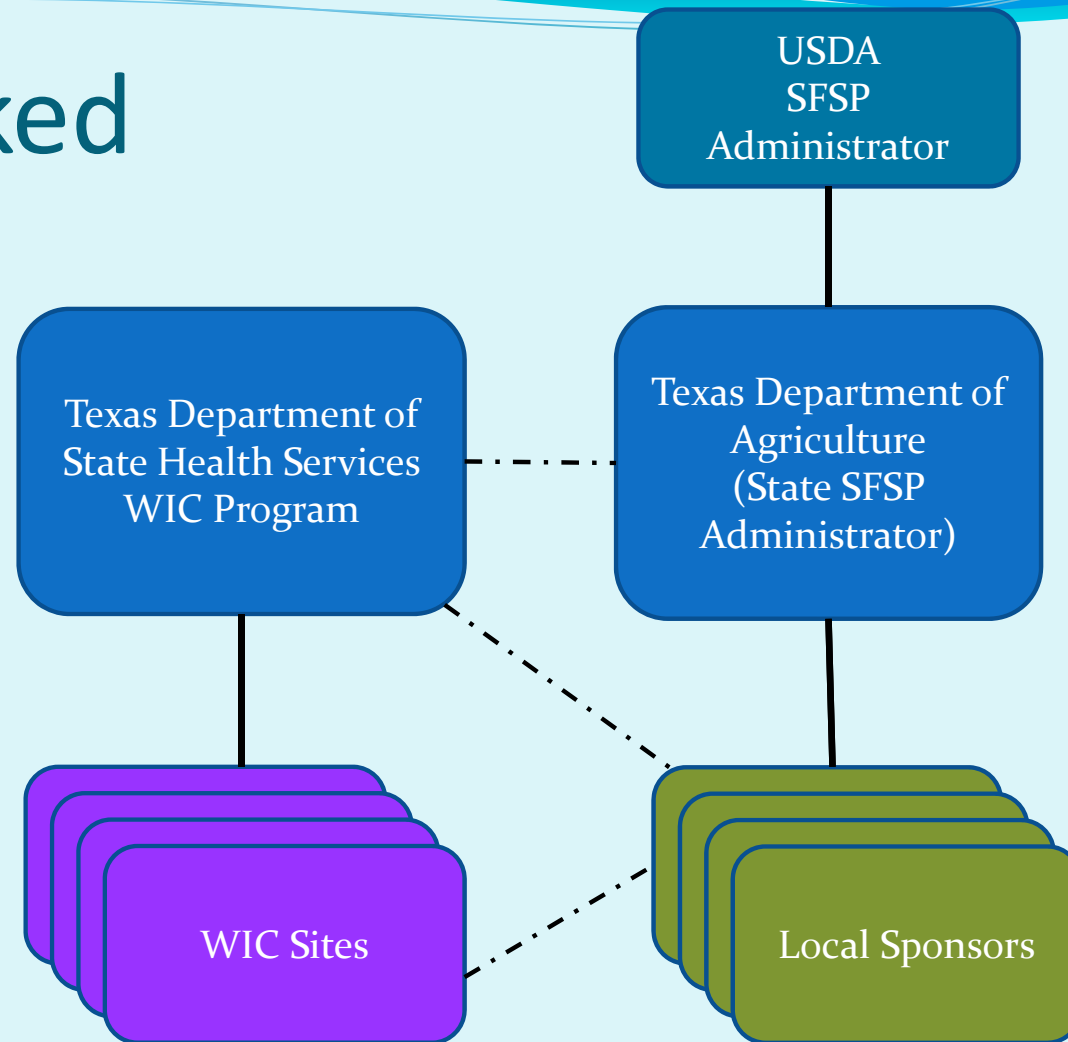
Traditional Summer Feeding Sites

- Open sites
- Children are required to eat in a congregate fashion with other children
- There is a designated eating area
- Program staff responsible for supervising the children eating the meal
- Menu suitable for school-age children

USDA Waivers for Texas WIC Clinics

- Open **restricted** sites
- Children not required to eat in a congregate fashion
- Meals can be eaten anywhere in the facility
- Parent/guardian responsible or supervising the child eating the meal
- Menu changes for WIC population

How it Worked in Texas



In The Clinic



1. Local Sponsor delivers pre-ordered prepared meals to the WIC Clinic
2. WIC Referral Resource Specialist:
 - ✓ Checks in meals from the Local Sponsor
 - ✓ Distributes meals to eligible children in the Clinic
 - ✓ Distributes referral information to parents about other community nutrition resources
 - ✓ Distributes WIC program information
 - ✓ Performs WIC duties outside of meal service times

Next Steps for the Texas WIC Pilot Project

- Participant Survey
 - 2/3 of parents not aware of program before their WIC visit
 - Most want to receive info in April-May
 - Printed flyers or text messages
 - Over 96% of kids LIKED or LOVED the meal or snack
- Partner After Action Review Survey



Starting a WIC Summer Food Program

- Start early (9-12 months ahead)
- Talk directly to your states' SFSP Administrator
- If you're a Local Agency, talk to the State Agency
- Assure that Local Sponsors and State Administrators understand WIC





2016 Texas WIC Summer Food Pilot Video

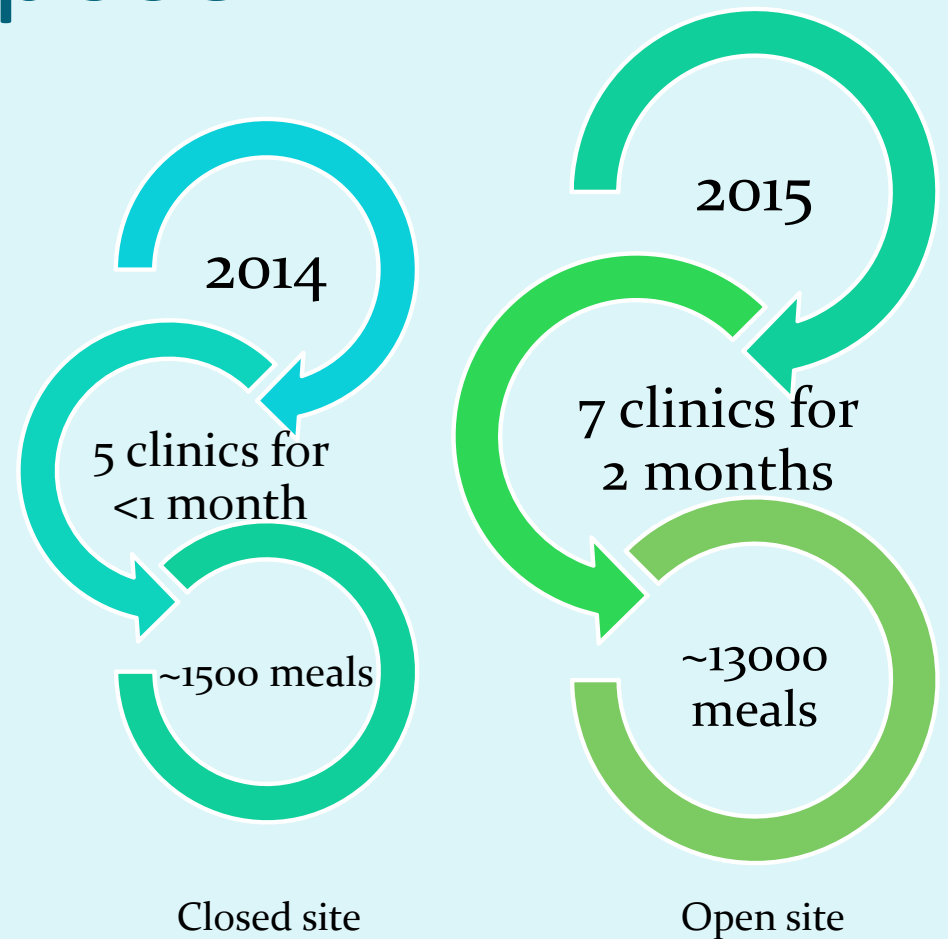
Overview: Maricopa County WIC Summer Meals Intern Program

- Purpose
- Development of the program
- Results
- Next steps and lessons learned



Purpose

- Why WIC?
- Barriers to Service
 - Families
 - WIC clinics and staff
- Strategic plan





2016



ALL clinics
for entire
summer



Summer
Meals Intern
Program



↑ 5000
meals

Program Development

- Creating an internship program
 - Public Health Intern Coordinator
 - Local universities/colleges
 - Target student population



Program Development

- Curriculum development
 - Providing an enriching experience
 - Meet the needs of both the student AND Summer Meals program
- Objectives
 1. Develop an understanding of the WIC and Summer Food Service Programs
 2. Manage the Summer Meals Program
 3. Engage and educate WIC participants
 4. Learn and participate in the evaluation process



Planning and
Preparation



Action



Evaluation

Planning and Preparation

- Training
- Activities
- Outreach



WIC IS OFFERING FREE MEALS THIS SUMMER FOR KIDS & TEENS 18 AND UNDER

WIC Clinics offering BREAKFAST & LUNCH
June 1-July 24 (M-F)
7th Ave. (7th Ave & Buckeye)
9-10:30am & 11:30am-1pm
*Friday 9-10:30am

South Phoenix (Southern & 4th St)
8-10am & 12-2pm
*Friday 8-10am

June 1-August 7 (M-F)
WIC @ Baywood (Power & Baywood)
9-11:30am & 12:30-3pm
Closed on Fridays

Broadway (Broadway & Olive)
9-11am & 12:30am-3pm
*Friday 9am-12pm

Downtown (16th St. & Roosevelt)
9-11:30am & 12:30-3pm
*Friday 9am-1pm



Glendale (51st Ave. & Lamar)
9-11:30am & 12:30-3pm
*Only one meal served on this day

WIC Clinics offering BREAKFAST only:
May 31-August 7
Sunnyslope (Central & Dunlap)
M-Th 9-10:30am

WIC Clinics offering LUNCH only:
June 1-July 17
Chandler (Arizona & Elliot)
M-F 11:30am-12:30pm

June 1-August 7
Maryvale (67th & Indian School)
M-Th 11am-3pm
Mesa (Dobson & University)
M-F 11am-1:30pm
St. Mary's (29th Ave. & Thomas)
M-F 11am-1:30pm

Please note that dates and times vary by location. For more information please visit www.WeArePublicHealth.org or call our WIC hotline at (602) 506-9333.

Free Meals this Summer at 7th Avenue WIC!
(7th Avenue & Buckeye Road)

Healthy meals will be available to all kids and teens 18 and under

June 1 – July 22,
Breakfast: 9 – 11 am M-R
Lunch: 11:30am – 1 pm M-R
Friday Breakfast 9am-1pm

Visit www.wearepublichealth.org for more information



ALMUERZO
de Verano entre Amigos

Ayudando a los niños a comer saludable
Pasa tiempo con tus amigos y disfruta de comidas sin costo durante las vacaciones de verano. Para estudiantes hasta los 18 años de edad. No se necesita solicitud.



Visita azsummerfood.gov o envía el texto: **COMIDA** al 877-877 para horarios y ubicaciones.

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Action

- Manage program at assigned WIC clinic
- Participate in other clinic activities



Planning and Preparation

- Training
- Outreach
- Activities

Action

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- Participate in other clinic activities

Evaluation

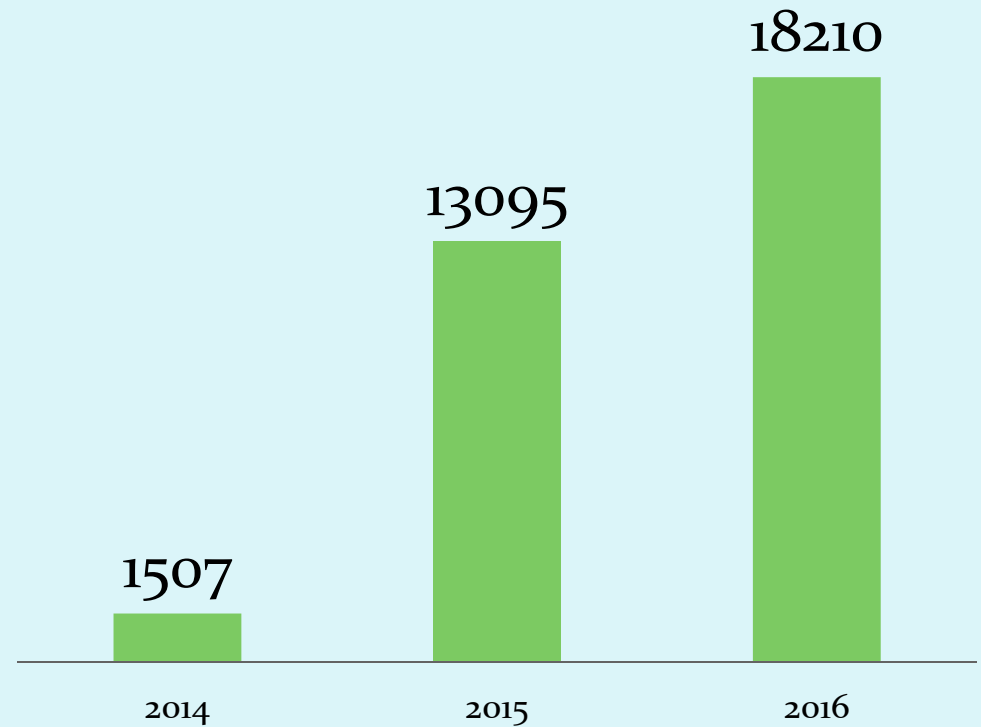
- Program and site evaluation

Results

- Survey
 - Interns
 - Clinic Supervisors
- Increased number of meals



Meals Served by Year



Next steps and lessons learned

- Pilot clinics
 - Food bank volunteers
 - Mobile unit “Meals-on-wheels”
- Intern Manual
- Outreach and Marketing







Panel: Maricopa County and Texas WIC

- Margaret Payton, WIC Director, City of Amarillo (TX)
- Ana Torres, WIC Nutrition Specialist, City of Dallas (TX)
- Norma Sifuentes, WIC Director, San Antonio Metropolitan Health District (TX)
- Nora Martinez, WIC Director, City of Laredo (TX)



Panel Discussion

- What are the bright spots of implementing summer meals in your clinics?
- What is the most important lesson learned from your experience with the Summer Food program?
- What recommendations do you have for Local Agencies that are interested in implementing Summer Food program in their WIC clinics?

Questions & Comments



Thank you!

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