



STATE OF MICHIGAN
DEPARTMENT OF EDUCATION
LANSING

RICK SNYDER
GOVERNOR

MICHAEL P. FLANAGAN
STATE SUPERINTENDENT

FOOD SERVICE

**ADMINISTRATIVE POLICY NO. 18
SCHOOL YEAR 2014-2015**

SUBJECT: Child Nutrition Reauthorization 2010: Outreach to Households on the Availability of Summer Food Service Program Meals

DATE: May 4, 2015

The Healthy, Hunger-Free Kids Act of 2010, Public Law 111-296, establishes requirements for conducting outreach to households on the availability of Summer Food Service Program (SFSP) meals. The purpose of this memorandum is to provide guidance on the implementation of the provision that requires schools participating in the National School Lunch Program to conduct outreach on the availability of the SFSP before the end of the school year.

As instructed in the United States Department of Agriculture's (USDA) Child Nutrition Reauthorization 2010: Outreach to Households on the Availability of Summer Food Service Program Meals, SP 15-2011, our office is facilitating working relationships between School Food Authorities and SFSP service institutions to ensure that schools help promote the availability of meals for children during the summer months.

The Michigan Department of Education (MDE), in collaboration with various statewide summer food partners, is pleased to continue our successful SFSP promotional brand, Meet Up and Eat Up™. A collection of marketing materials including fliers, digital logos, and design templates are available on the SFSP webpage at www.michigan.gov/sfsp. The Michigan No Kid Hungry website www.michigannokidhungry.org has a Meet Up and Eat Up™ materials page that includes a template for the required sponsor outreach announcement, suggestions for planning the sponsor announcement and subsequent summer meals outreach efforts, a calendar of suggested social media posts, and simple tips for managing and utilizing social media as part of outreach efforts. Feel free to utilize these materials in the support and promotion of summer meals.

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The USDA SFSP Outreach Toolkit for Sponsors and Feeding Sites includes brochures, letters to parents, and other materials that may help schools raise program awareness among students and their families. The SFSP toolkit is available at www.summerfood.usda.gov/library/toolkit.pdf.

Acceptable outreach activities may include developing or disseminating printed or electronic materials to families of school children prior to the end of the school year, which provide information on the availability and location of SFSP meals. On or about June 16, 2015, MDE will list its 2015 SFSP sponsors on the SFSP webpage. At a minimum, MDE encourages your district to provide a link to this information on your school district website. MDE also encourages your district to promote this webpage on your year-end menus.

Questions regarding this Administrative Policy should be directed to the School Nutrition Programs Unit by e-mail to MDE-SchoolNutrition@michigan.gov.