



Report to the Legislature: School Breakfast and Summer Food Service Outreach

Line-item 7053-1925
January 2009



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. Andrew "AJ" Fajnzylber, Chair, Student Advisory Council, Brookline
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.

© 2008 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 02148-5023
Phone 781-338-3000 TTY: N.E.T. Relay 800-439-2370
www.doe.mass.edu





Mitchell D. Chester, Ed.D.
Commissioner

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

January 2009

Dear Members of the General Court:

Pursuant to Chapter 414 of the Acts of 1992, I respectfully submit this *Report to the Legislature: School Based Nutrition and School Breakfast and Summer Food Service Outreach*. This law directs the Massachusetts Department of Elementary and Secondary Education to establish School Breakfast and Summer Food Service Outreach Programs. Its overall goal is to increase participation in both programs, with state emphasis on increasing the participation of needy children.

During the 2007-2008 school year, The Child Nutrition Outreach Program continued to promote the School Breakfast and Summer Food Service Outreach Programs by building on past years' strategies and implementing new initiatives. The Department broadened outreach to parents and principals, worked towards better school nutrition, evaluated several school breakfast programs, and encouraged schools to move breakfast into the classroom. 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. With the outreach coordinators at Project Bread, we worked together with school district staff and community programs to expand and improve current programs and implement new programs to address the childhood hunger issue in Massachusetts. Continued monitoring of economic trends and meal benefit eligibility levels provide us the opportunity to forecast need in our cities and towns.

Now, in the sixth year of the program, the Department provided funding for the Universal School Breakfast Program to 37 school districts, providing a nutritious breakfast to more than 135,000 Massachusetts children in 281 schools. This is an increase of 9 schools from the previous year. Universal School Breakfast funds were used to provide breakfast to all children in schools with a high percentage of students eligible for free or reduce priced school meals. The schools developed partnerships among administrators, food service personnel and other school staff to make school 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 is down.

Department grants provided resources to start up new sites and expand participation throughout the summer. Funds to participating sponsors for the purchase of food

preparation equipment, to hire outreach liaisons, establish coordinating programs with other community activities and/or outreach materials contributed to significant increases in participation for the Summer Food Service Program increasing daily participation from 45,014 in FY07 to 51,187 in FY08. This start up money has successfully enabled the program to become self-sustaining in subsequent years. Most of the programs that participated last summer continued purchasing fresh produce for school meals throughout the fall.

The number of communities participating in purchasing locally grown produce for the Summer Food Service Program continues to increase. The project, in which summer sponsors purchase locally grown fruits and vegetables, has proven a great success. The Department and Project Bread work with the Massachusetts Farm to School Project to connect summer meal providers with local farmers. Additional communities (Barnstable, Orange, Springfield and Lawrence) received grant funds and participated in the Locally Grown Foods project bringing the total number of participating communities to 16. In a collaborative effort, a book has been developed to assist in the purchase, preparation and serving of fruits and vegetables, highlighting Massachusetts' agricultural products.

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 a change to streamline program reimbursement and address food costs to the program. In Massachusetts, there was an increase in federal reimbursement from \$5.1 million in FY07 to \$5.9 million for FY08. Incorporating marketing, presentation, locally grown produce and nutrient standards have improved the food service operation and encouraged sustained participation. In more programs, nutrition education information and knowledge has been integrated into the summer day. The Commonwealth's support of these programs contributed greatly to the ability to reach needy children.

If you have any questions, please feel free to contact me or Katie Millett, Administrator for Nutrition, Safety and Health Programs at (781) 38-6479.

Sincerely,

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

Table of Contents

Part 1: Introduction – Design of Outreach Program	1
Part 2: Discussion of School Breakfast and Summer Food Service Programs	
School Breakfast Program	2
School Breakfast Outreach	3
Food Service Director Outreach	
Parent and Community Outreach	
School Administrator and Student Outreach	
School Nutrition Improvements	5
Summer Food Service Program	6
Outreach Efforts	6
Site and Sponsor Outreach	
Community Outreach	
Special Projects	8
Part 3: Statistical Information	9
Part 4: Summary	11

School Breakfast and Summer Food Service Outreach Report

Part 1: Introduction – Design 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 of the Acts of 1992, directs the Massachusetts Department of Elementary and Secondary Education to establish School Breakfast and Summer Food Service Outreach Programs. 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 2007-2008.

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 School Breakfast 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.

During the 2007-2008 school year, The Child Nutrition Outreach Program continued to promote the School Breakfast and Summer Food Service Outreach Programs by building on past years' strategies and implementing new initiatives. The Department broadened outreach to parents and principals, worked towards better school nutrition, evaluated several school breakfast programs, and encouraged schools to move breakfast into the classroom.

This year, we redesigned our website, www.meals4kids.org, and our school breakfast parent brochure to reflect the new look and feel of the Child Nutrition Outreach Program. Meals4kids.org now features easier navigation, more information and resources, a variety of downloadable materials, and a virtual 'store' where visitors can order our printed School Breakfast, Summer Food Service Program, and nutrition materials. In addition to

the multitude of orders received from individuals throughout Massachusetts, we received numerous national and international requests for materials. We also designed and distributed two informative and useful tool kits: one to help food service directors (FSD) implement the Better Breakfast Initiative and the other to introduce new sponsors to the Summer Food Service Program. For food service directors and school administrators, we created a Universal Breakfast Calculator that can assess the potential impact of offering universal free breakfast at their eligible schools, as well as a School Breakfast Fact Sheet which explains various financial aspects of the School Breakfast Program. Additionally, we further refined and expanded upon programs started over the past few years, including the Locally Grown Foods Project, Better Breakfast, and Better Summer Meals Initiatives.

The Department also continued its contractual relationship with Project Bread – The Walk for Hunger, Inc., to assist in conducting its outreach efforts for 2007-2008.

Part 2: Discussion of School Breakfast and Summer Food Service Outreach Programs

School Breakfast Program

During the 2007-2008 school year, the sixth year of the Universal Breakfast Program, the Department provided funding for the Universal School Breakfast Program to 37 school districts, providing a nutritious breakfast to more than 135,000 Massachusetts children in 281 schools. This is an increase of 9 schools from the previous year. Universal breakfast funds were used to provide breakfast to all children in schools with a high percentage of students eligible for free or reduce priced school meals. The schools developed partnerships among administrators, food service personnel and other school staff to make school 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 is down.

We believe 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. Many other schools continue to promote the breakfast program and its benefits through breakfast coordinators, promotions and outreach letters and flyers.

Massachusetts school districts received increased federal severe need reimbursement from \$25.6 million in FY07 to \$ 26.9 million in FY08. Regular federal breakfast program reimbursements increased from \$29.3 million in FY07 to \$ 30.8 million in FY08. 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 on the outreach website www.meals4kids.org assist districts in calculating and managing program costs.

School Breakfast Outreach

Food Service Director Outreach

The Department of Education's Child Nutrition Outreach Program based at Project Bread provides ongoing support to food service directors in low-income communities through regular communication, bi-monthly Breakfast Brainstorm newsletters, and suggestions for increasing breakfast participation.

The Breakfast Brainstorm, which is available online, has helped districts share effective strategies, develop outreach activities and provide information on current trends and regulations. At the beginning of the school year, the outreach program reminded school food service directors to directly certify all categorically eligible students for free meals by using the security portal on the Department's website. The Child Nutrition Access Project has been implemented statewide, providing many districts with increased access to the programs. Using the Department of Transitional Assistance's (DTA) list of families eligible for food stamps, our Department has expanded its list of students eligible for free and reduced lunch. Names received from DTA in August, 2008 numbered 150,000 names, an increase of 30,000 from August, 2007. The name match for school year 2007-2008 was 78 % of the names received from DTA. Those names not matched were returned to DTA, where letters were then sent directly to households. Outreach staff assisted food service directors in accessing these DTA lists from the Security Portal on the Department's website for direct certification.

In addition to our work with food service directors, we developed materials to be used for all target audiences within the school and local community. An outreach kit has been created with materials designed for distribution and information to teachers, parents, school administrators, school nurses, local media and students. All materials build on the campaign and are available electronically. They are designed for the district to customize the information for the district's program. Several of the targeted districts have used the documents, which are available in several translations, to reach the diverse populations served by the nutrition program. In FY08, we expanded our *How to Start a School Breakfast Program* document to include a section on how to implement breakfast in the classroom and 'grab and go' breakfasts.

In FY08, The Child Nutrition Outreach Program targeted 15 schools within 9 different communities to maximize the return of School Meals Applications (SMA) in order to increase breakfast participation and to qualify schools for area eligibility for the Summer Food Service Program. Schools were selected for this initiative if their Free/Reduced eligibility was between 40% and 50% in October 2007. The SMA campaign was intended to educate families, students, community agencies, WIC outreach coordinators, and school administrators about the link between SMA returns, increased breakfast participation and the location of summer program open sites. Several different outreach flyers were created in both English and Spanish that highlighted this connection for the summer program sponsors, community agencies, and schools. A flyer regarding access to school meals for undocumented immigrants was translated into Spanish, Portuguese, Vietnamese, Khmer, Cape Verdean Creole, and Russian. In addition to schools, these materials were sent to WIC outreach coordinators and community agencies with direct

client contact in the targeted communities. Whenever possible, the Child Nutrition Outreach Program met with principals, food service directors, parent liaisons, and others in targeted communities to develop a community-specific action plan for increasing SMA returns. These efforts resulted in four communities increasing their Free/Reduced percentage to at least 50% and three communities increasing return rates of school meal applications, although not quite reaching the 50% threshold. Only two targeted communities did not see any increases.

Parent and Community Outreach

During FY08, the Department's parent outreach included the redesign of flyers for parents and expansion of translations. They were designed to heighten parental awareness about the School Breakfast Program, gather information about the barriers to breakfast participation, and enlist parental support to increase student participation. The Child Nutrition Outreach Program distributed program information to over 23,000 parents in Spanish, Portuguese, Vietnamese, Khmer, Creole, Chinese and Russian. Resource centers in 16 districts received and distributed breakfast program information during the student registration process. In the spring of 2008, our Department collaborated with the Department of Transitional Assistance (DTA) on a direct mailing to over 75,000 DTA clients regarding their children's eligibility for free school meals and the availability of breakfast in the local schools. The letters included a community-specific list of schools that serve breakfast. Recognizing that parents obtain information through a variety of media sources, the outreach program produced and distributed informational videotapes about the School Breakfast and Summer Food Service Programs to 26 cable access stations around the state. We also created a radio public service announcement (PSA) highlighting the importance of school breakfast and sent it to radio stations across Massachusetts.

Through the outreach program, the Department sent a paragraph promoting the School Breakfast Program to over 750 churches in Massachusetts so that they could include the information in their weekly bulletins. This year, the database was expanded by combining our mailing lists with Project Bread's Massachusetts Child Hunger Initiative (MCHI) and Food Stamps departments. In doing so, contacts increased from approximately 3,280 to nearly 7,500. Individual mailings will continue to be tailored to ensure that they are sent only to the appropriate recipients; however, the merger enables the outreach program to reach the most comprehensive group of individuals and agencies in each community.

School Administration and Student Outreach

The Department's outreach to principals was similarly varied. The outreach program continued its collaboration with Project Bread's Massachusetts Child Hunger Initiative to encourage principals within our target communities to make breakfast a regular part of the school day. As a result of these efforts, the hunger initiative granted \$6,000 in School Breakfast Excellence Awards to six principals in Everett, Revere, Fall River, Greenfield, and Worcester whose schools achieved 80% breakfast participation for two consecutive months by serving breakfast in the classroom or grab and go breakfasts. The hunger initiative also provided start up grants to schools in Lowell, West Springfield, and Worcester totaling \$4,250 to help them implement breakfast in the classroom.

During the course of the year, The Child Nutrition Outreach Program sent one mailing and two e-alerts to over 1,500 principals throughout the state to increase awareness about the School Breakfast Program. These mailings/e-alerts promoted school breakfast as a tool for alleviating hunger, increasing academic and MCAS performance, and improving classroom behavior. The outreach program staff also met with superintendents in Salem, West Springfield, Everett, Brockton, and Malden to encourage increased participation in the School Breakfast Program.

In FY08, The Child Nutrition Outreach Program added many of the materials produced this year to the website including the Better Breakfast Initiative Tool kit, School Meals Application letters and flyers in multiple languages, breakfast in the classroom guide, breakfast activity sheets, sample breakfast newspaper articles for principals and community agencies, school breakfast menu briefs for food service directors, Summer Food Service Program newspaper ad templates in English and Spanish, Summer Food Service Program Public Service Announcement templates in English, Spanish, and Portuguese, and multilingual flyer in English, Chinese, Russian, and Vietnamese.

To document and raise awareness of hunger concerns in Massachusetts, the annual status Report on Hunger was distributed. In November, the Child Nutrition Outreach Program distributed Project Bread's annual Status Report on Hunger in Massachusetts to 68 food service directors and 723 principals in outreach program's targeted communities as well as 287 district level homeless liaisons throughout the state.

The Child Nutrition Outreach Program continued its collaboration with Project Bread's Massachusetts Child Hunger Initiative (MCHI) to encourage principals within our target communities to make breakfast a regular part of the school day. Eligible schools are in Worcester, Boston, New Bedford, Fall River and Springfield. As a result of these efforts, MCHI granted \$9,000 in School Breakfast Excellence Awards to principals in 5 different communities whose schools achieved 80% breakfast participation for two consecutive months by making systematic changes to their breakfast service such as introducing either breakfast in the classroom or grab and go breakfast or making the cafeteria a mandatory morning meeting place.

School Nutrition Improvements

After analyzing the results of the pilot communities (Southbridge, Lawrence, Revere and Orange), the guidelines were modified and enhanced with assistance from the Harvard School of Public Health and the Tufts University's Friedman School of Nutrition Science and Policy. The Child Nutrition Outreach Program also promoted the Better Breakfast Initiative on a larger scale with the creation of a Better Breakfast Initiative Tool Kit. This tool kit provides product, recipe, and menu ideas, as well as a disk with customizable promotional materials, to help food service directors implement the Better Breakfast Initiative autonomously.

In FY 08, the Better Breakfast Initiative was expanded to two more communities, Framingham (district wide) and Brockton (Whitman School). The initiative generated

positive press for both communities; sent the Better Breakfast Initiative tool kit to all food service directors in MA; and conducted an online survey to see how communities were using the kit. Fifty percent of the directors who read the tool kit had made one or more of the suggested menu changes and ordered items off of the initiative's product list. None of the respondents reported any difficulties in making these changes and 75% found that their students accepted the changes and new products with a positive response.

Since we have begun to receive numerous requests from food service directors for nutrition information to distribute to students and parents, the Department's outreach program will review the USDA's Team Nutrition materials to identify items that would be appropriate for this purpose. As part of the Healthier US School Challenge to improve the nutritional content of school meals, the application process for districts has been incorporated into professional development programming. Massachusetts' districts have been recognized with gold and silver awards. Districts receiving awards are Somerville, Randolph, Barnstable and Central Berkshire Regional School District.

The Child Nutrition Outreach website, www.meals4kids.org, continued to feature several additional outreach materials this year including electronic versions of our School Breakfast Jump Start Kit, Food for Thought Curriculum and Marketing Healthy Foods Tool kit in addition to several other resource tools. This website provides basic information about the School Breakfast Program, as well as access to outreach materials, resources and ideas to assist members of the community in increasing participation in their programs.

Summer Food Service Program

During FY07, the Department held the annual Summer Food Service Program kickoff event in February with over 45 sponsors and vendors in attendance. This year, a session on effective ways to use expansion grants was included by featuring the past success stories of Mary Joan McLarney, Somerville Public Schools Food Services, and Anne Marie Stronach and Gary Watts, Lawrence Public Schools Food Services. Penny Weaver, from USDA's Food and Nutrition Services, and outreach staff provided useful and creative ideas for Summer Food Service Program outreach and advertising. Finally, the Child Nutrition Outreach Program provided a short tutorial on how to use GIS maps for identifying area-eligible Summer Food Service Program sites.

Outreach Efforts

Site and Sponsor Outreach

In February, the Child Nutrition Outreach Program sent postcards to over 2,500 agencies in area eligible communities to inform them of the Summer Food Service Program and solicit their involvement. We also worked closely with Massachusetts Child Health Initiative staff to expand existing summer meal sites, secure new sites, and identify potential sponsors. The Child Nutrition Outreach Program staff met with community leaders and local organizations at several Hunger Forums and Summer Food Service Program planning meetings in Cambridge, Haverhill, Lawrence, Lowell, Malden, Quincy, Revere, Salem, Somerville, Taunton, and Westfield to identify unmet needs and

strategize for the upcoming summer. In an effort to increase participation in the Summer Food Service Program, the Department collaborated with the Massachusetts Child Health Initiative to solicit, review, and award Summer Food Service Program incentive grants to sponsors and sites that started a new program, provided an additional meal, implemented the Better Summer Meals Initiative, or participated in the Locally Grown Foods Project.

The Summer Food Service Program Sponsor Tool Kit that includes information on Summer Food Service Program administration, vending options and procedures, and reimbursement, has received very positive feedback in assisting sponsors in the management of the program. The tool kit also features a disk with customizable outreach materials that sponsors can use to promote their programs. Over 60 tool kits were distributed to current and potential sponsors.

Community Outreach

Despite the longevity of the Summer Food Service Program in Massachusetts, many families still report that they are unaware of the program. In April, the Child Nutrition Outreach Program provided principals with several tools to promote the summer program among parents and students. This mailing included a sample letter to parents about the program, a sample tear-off flyer, and an order form to request pads of Summer Food Service Program tear-off flyers for their students. Of the 726 principals who received the mailing, 65 of them requested a total of 26,950 tear-off flyers.

The outreach program contracted with HungerMaps.org to create community specific maps pinpointing open Summer Food Service Program site locations and providing meal information. Links to these maps are posted on Meals4kids.org. This mapping utility was also used during community planning sessions to visually depict open and closed meal site locations and identify areas that are not currently being served. Maps were updated throughout the summer with any site changes.

The Child Nutrition Outreach Program staff met with community leaders and local organizations at several Hunger Forums and Summer Food Service Program planning meetings in Haverhill, Taunton, Revere, Hampshire County, Chelsea, Holyoke, Lowell, Pittsfield, and Springfield to identify unmet needs and strategize for the upcoming summer.

This year, the Child Nutrition Outreach Program sent sample Summer Food Service Program materials and order forms to more than 3,700 faith-based organizations, town governments, and social service agencies and 491 principals in communities with at least one open site. The mailing highlighted materials developed in the recent past (English and Spanish posters, door hangers, Spanish tear-off pads) as well and new outreach materials developed this year (Portuguese tear-off pads, brochures, multilingual flyers). Community agency orders for posters, door hangers, brochures, and tear-off pads totaled 21,027 printed materials.

In an effort to deliver summer promotional materials in advance of the program's start, the Child Nutrition Outreach Program altered the summer program posters to include

only the community name, not a list of specific sites as done in past years. These posters were then sent out with tear-off flyers and door hangers to agencies in late May. Once the official site lists were received 8 ½” x 11” double sided flyers were created with the site lists on one side and information about the summer program in English, Spanish, Portuguese, and Haitian Creole on the back.

The Child Nutrition Outreach Program also distributed nearly 18,000 incentives to 48 summer food sponsors for attracting kids to 548 open sites throughout Massachusetts. The incentives included nutrition activity books and other related activity items for summer program site support. Finally, the outreach program worked with the Department of Transitional Assistance to send community-specific meal site information to their clients.

Special Projects

The number of communities participating in purchasing locally grown produce continues to increase. The project, in which summer sponsors purchase locally grown fruits and vegetables for the Summer Food Service Program meals, has proven a great success. The Department and Project Bread work with the Massachusetts Farm to School Project, headed by Kelly Erwin, to connect summer meal providers with local farmers.

Department grants provided resources to start up new sites and expand participation throughout the summer. Funds to participating sponsors for the purchase of food preparation equipment, to hire outreach liaisons, establish coordinating programs with other community activities and/or outreach materials contributed to significant increases in participation for the summer program, increasing daily participation from 45,014 in FY07 to 51,187 in FY08. This start up money has successfully enabled the program to become self-sustaining in subsequent years. Most of the programs that participated last summer continued purchasing fresh produce for school meals throughout the fall. Additional communities (Barnstable, Orange, Springfield and Lawrence) received grant funds and participated in the Locally Grown Foods Project bringing the total number of participating communities to 16. In a collaborative effort, a book has been developed to assist in the purchase, preparation and serving of fruits and vegetables, highlighting Massachusetts’ agricultural products.

Similar to our efforts to improve the nutritional content of meals served during the school year, the Child Nutrition Outreach Program created nutritional guidelines for food served as part of the Summer Food Service Program. This project, entitled the Better Summer Meals Initiative, was piloted in Barnstable, Fitchburg, Gloucester, Greenfield, and Worcester. It was expanded to sites in Boston, Haverhill, Plymouth, Revere and Springfield. The menus at these sites will feature two fruit and/or vegetable servings, skim or 1% milk, and high fiber bread. Sponsors for these sites will also be required to eliminate products containing trans fat and limit cookies, pies, cakes, brownies, donuts, croissants, pastries and ice cream/frozen desserts to one time per week or fewer. The outreach program is completing the evaluation of this program to assess participant taste preferences and meal satisfaction, waste, and the financial impact, if any, of implementing the guidelines.

Part 3: Statistical Information

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 children are eligible to participate in the School Breakfast Program.

1. Percent of Needy Children Participation Statewide:

Fiscal Year	1993	28.9 %
	1994	29.3 %
	1995	30.5 %
	1996	30.9 %
	1997	31.6 %
	1998	31.9 %
	1999	34.8 %
	2000	40.2 %*
	2001	39.8 %
	2002	40.4 %
	2003	38.4 %
	2004	39.2 %
	2005	39.5 %
	2006	40.9 %
	2007	42.0 %
	2008	42.7 %

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

2. Breakfast Served Statewide:

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

3. Number of Participating Summer Sites:

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

**This denotes the consolidation of several sites to be more effective in services provided.

4. Federal Reimbursements for Summer Food Service:

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

***The net decrease in federal Summer Food Program Service 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 4: Summary

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. With the outreach coordinators at Project Bread, we worked together with school district staff and community programs to expand and improve current programs and implement new programs to address the childhood hunger issue in Massachusetts. Continued monitoring of economic trends and meal benefit eligibility levels provide us the opportunity to forecast need in our cities and towns.

We have seen an increased interest in the classroom meal service and universal breakfast initiative. They have had many positive outcomes for both the students and teachers. The revised resources have provided districts with tools to improve, promote and strengthen their breakfast programs. Universal breakfast programs continue to benefit from the Better Breakfast Initiative and the Cost Calculator. The acceptance of breakfast as part of the school day and assistance in financial management issues have allowed programs to expand to reach more students daily. These have provided support in specific areas of program management and operations of district programs, specifically, budgets, menu offerings and nutritional content. Cities and towns that have adopted community partnerships to operate these programs see the most success in reaching children and addressing their nutritional needs. 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 a change to streamline program reimbursement and address food costs to the program. In Massachusetts, there was an increase in federal reimbursement from \$5.1 million in FY07 to \$5.9 million for FY08. Incorporating marketing, presentation, locally grown produce and nutrient standards have improved the food service location operation and encouraged sustained participation. In more programs, nutrition education information and knowledge has been integrated into the summer day. Providing outreach coordinator job descriptions for local programs has provided an increase in sites as well as expanded the community involvement in summer programs. The availability of grant opportunities 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 needy children.