How To: Start a Summer Meals Program at Your Hospital

#HowToWebinar
@RootCauseCo

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How To: Start a Summer Meal Program at Your Hospital

Wednesday, April 11, 2018
1:00-2:00pm Eastern
Hosted by the Root Cause Coalition
Key Items:

The Need for Summer Meals
Summer Food Service Program Basics
Ways to Get Involved
Summer Meals: Tools and Resources

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THE NEED FOR SUMMER MEALS

Only 1 in 6 children in need receives meals during the summer.
SUMMER FOOD SERVICE PROGRAM BASICS

- Federally authorized
- State administered
- Locally implemented
- Reimbursement for meals served

Congress
Legislate the program and the funding

USDA Food and Nutrition Service
Oversee national implementation, set rules and regulations, disburse funds to states

State Agencies
Oversee implementation in the state, approve actors, monitor program, disburse funds

Sponsors
Direct meal programs, accountable for providing meals and contracts

Sites
Point of service – where meals meet kids; must be in low-income areas

Vendors
Contract with sponsors, provides meals for sites
SUMMER FOOD SERVICE PROGRAM BASICS

Participant Eligibility:
- Children and teens (18 and under)
- Categorical eligibility (no income check)
  - School enrollment or census data

Meal Service:
- Congregate meal requirement
- Reimbursement for meals served to eligible participants
- Predetermined meal time(s)
- Up to two (2) meals per day
- Activities are recommended, not required
WAYS TO GET INVOLVED

- Drive Community Awareness
- Sponsor a Program
- Serve Meals as a Site
- Volunteer at Existing Sites
WAYS TO GET INVOLVED

Drive Community Awareness

Ways to Get the Word Out:
- Word of mouth
- Newsletter shout-outs
- Summer meals fact sheets
- Flyers/posters
- Yard signs
- Business cards
- Newspaper/radio ads

How Do I Get Started?
- Use template materials and ideas provided in the No Kid Hungry Summer Meals Outreach Toolkit
WAYS TO GET INVOLVED

Become a Sponsor

What is a Sponsor?
• Fiscal agent for the program
• Enters into an agreement with administering State Agency
• Reimbursed for meals served through the program
• May manage multiple sites

How Do I Get Started?
• Contact your State Agency
  • Establish eligibility
  • Apply to participate
WAYS TO GET INVOLVED

Become a Meal Site

What is a Site?
- Location where meals are served
- Works directly with sponsor

How Do I Get Started?
- Partner with new or existing program sponsor
- Establish eligibility of site location
- Best practice: develop a plan to pair meals with activities
WAYS TO GET INVOLVED

Volunteer at Existing Sites

How Can Volunteers Help?
• Serve or transport meals
• General supervision
• Organize site activities

How Do I Get Started?
• Reach out to sponsors or sites
• Match needs with capacity
• Put together an action plan
SUMMER MEALS: TOOLS AND RESOURCES

Visit Our Website

• Register for upcoming webinars
• Listen to recorded webinars
• Download template outreach materials
• Review program basics

Sign Up for Our Newsletter

Learn More from the USDA

• USDA Administrative Guidance (sponsors)
• Site Supervisor’s Guide
• Nutrition Guidance for Sponsors
Derrick Lambert, Senior Manager
No Kid Hungry Center for Best Practices

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Hospitals Fighting Hunger:
BEST PRACTICES ON SERVING FREE MEALS AT HOSPITALS DURING THE SUMMER

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Sodexo Wellness Dietitian
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www.musc.edu/kids-eat-free
1 in 6 people struggles with hunger
- including 33 million adults
- 15 million children
Households with children have higher rates of food insecurity than the national average
For many families, this state is conditional – eg: after an unfortunate circumstance such as a hospitalization

According to the USDA Economic Research Service, 2014
Estimates contribute the lack of access to healthy food at $160 billion in health care costs.

Of those who use the Feeding America Network:
- 70% of households have at least one member who has high blood pressure
- 47% of households have at least one member who has diabetes
- 75% of their clients have to choose between paying for food or paying for healthcare

According to the 2016 Hunger Report
The purpose of USDA’s summer food service program (SFSP) is to ensure that children continue to receive nutritious meals when school is not in session.

- Kids are at increased risk during the summer for both malnutrition and obesity.

Nationally, less than 20% of children participate in summer feeding programs – which means 80% do not participate.

- The reasons for this are multifactorial and include a shortage of feeding sites.

"It’s time for healthcare leaders nationwide to focus on addressing hunger as a health issue”

-- Randy Oostra, DM, FACHE, President and CEO of Promedica, Toledo, Ohio
Summer Feeding (SFSP) offers an opportunity to engage

- There is a lot of flexibility in the program.
  - Healthcare institution can be the sponsor or site only
  - There are several different types of sites (open, vs open restricted closed and camp)
  - Dates, days, times and meals that are offered vary by site
  - Can work with a vendor, including the current Food Service Management Company
  - Meals can be hot or cold, unitized or offer-versus-serve (OVS)
  - Meals can be eaten in the dining area or another monitored space
- There are many examples now to use as a reference
Hospitals that participate in SFSP

2014
- Hennepin County Medical Center
- Choctaw Nation Healthcare Center
- Preferred Family Healthcare
- Carthage Memorial Hospital
- Labette Health
- Our Lady of the Lake Children’s Hospital
- Arkansas Children’s Hospital
- Hillsboro Area Hospital

2015
- Medical University of South Carolina

2016
- ProMedica Toledo Hospital
- Presbyterian Hospital
- Socorro General Hospital
- Presbyterian Kaseman Hospital
- Sacred Heart Hospital
- Children’s Mercy Kansas City - West
- University of South Alabama Children’s and Women’s Hospital

2017
- Children’s Mercy Kansas City - Adele Hall
- Children's Mercy Kansas City - Broadway
- University Hospitals Cleveland
- Fostoria Community Hospital
- Carolinas HealthCare System University
- University of Wisconsin Health
Offer-versus-Serve (OVS)
Medical University of South Carolina (Charleston, SC)

- Since 2015, the hospital operated as the sponsor and 3 open sites
- All of the servings – a meat, a grain, a milk and 2 different vegetables – were offered but the child was allowed to decline a component – this minimizes waste.
- 2,385 meals served in year 1; 5,511 meals served in year 3
- Cafeterias operated normally and without disruption; Program shown to be financially sustainable
- Preferred protein choice is chicken; Mindful (wellness) item chosen 30% of the time, milk 80% and vegetable almost always
Offer-versus-Serve (OVS)
Medical University of South Carolina (Charleston, SC)
▪ Summer, 2016 the hospital operated as the sponsor and an open site
▪ Offered hot, unitized meals, made to order, from the grill during lunch on weekdays
▪ A 24 x 28” poster displayed the menu of the day
▪ A college-aged hospital volunteer greeted customers at the entry to help with flow; another was in a designated seating area
▪ Served 584 meals in 8 weeks in the first year
▪ In 2017, they expanded the program to Fostoria, a small rural hospital that served breakfast
Hospital as the Site Only
Carolinas HealthCare System University (Charlotte, NC)

- An outside partner, Freedom within Walls, was the sponsor and the cafeteria the site
- Provided hot meals, using OVS, for breakfast and lunch on weekdays
- Recruited children from the local community center who visited the hospital garden weekly
- Participated for one month, for the experience – served 154 meals
Voucher System
University Hospitals (Cleveland, OH)

- Partnered with the injury prevention center at UH Rainbow Babies & Children's Hospital
- Children stopped at a table, manned by a volunteer, to get the free meal voucher
- Provided lunch from the hot line on weekdays
- Served 3,136 meals in 10 weeks
Since 2013, the hospital has been both the sponsor and an open site
Offers cold, sack lunches (aka unitized meals)
Volunteers pack the lunches and put them in a cooler by the front door for children to grab upon entry
Serves an average of 500 meals/week
Arkansas Children’s also participates in a year-round feeding program (CACFP)
Participated for the first time in 2015, serving unitized meals from the lobby of a pediatric clinic building.

In 2017, OLOL used Subway as a vendor for the unitized meals and Kleinpeter dairy donated the milk.

2,961 meals (breakfast + lunch) were distributed in 2017.
Outside the Cafeteria
Medical University of South Carolina (Charleston, SC)

- Partnered with Molina Healthcare of South Carolina, the Lowcountry Food Bank and I Heart Hungry Kids (a non-profit of kid volunteers)
- Food Bank delivered meals, nurses provided health checks, kid volunteers played games
- Served lunch on Saturdays from the MUSC Urban Farm

↩ The summer kick off event was attended by representatives from the USDA, SC State Agency, Sodexo, MUSC and all the non-profit partners.
“Hospitals need to do this. And it’s not that difficult because you are doing this already. What you’re doing is increasing the number of people that you can impact with your healthy nutritious food that you have already on hand.”

Debbie Petitpain, MS, RDN, Sodexo Wellness Dietitian at Medical University of South Carolina, Charleston, South Carolina
How To: Summer Meals at Hospitals

Leigh Caswell, Director
Center for Community Health

Trish Moore, Project Coordinator
Center for Community Health
Presbyterian Delivery System

- **8 hospitals** in 7 communities. Opening a new medical center in Santa Fe in 2018
- **1 tertiary care** facility and **2 community hospitals** in Albuquerque metro area
- **2 community** hospitals and **3 critical access** hospitals in five rural communities
- **981** licensed hospital beds
- Presbyterian has **44.5 percent** of inpatient discharges in Albuquerque metro
New Mexico Context

• 1 in 4 children in New Mexico are food insecure
• Largely rural state
• High poverty rate
• Administered through the state Children Youth and Families Department (CYFD)
Community Informed Priorities

Healthy eating
Active living
Prevention of unhealthy substance use

Behavioral health
Violence prevention
Access to care
Economic development
Our Healthy Eating Strategy

- Community Infrastructure
- Local Procurement
- Access & Nutrition Education

- Community
- Organization
- Individual
Access and Nutrition - Free Healthy Meals for Kids

- 20,000 meals
- 5 out of 8 hospitals
- Utilize existing hospital cafeteria infrastructure
Participating Hospitals

Plains Regional Medical Center (rural) - 4147 meals summer 2017
Socorro General (rural) – 917 meals summer 2017
Lincoln County Medical Center (rural) – not participating in 2017
Kaseman Hospital (urban) – 175 meals summer 2017
Presbyterian Hospital (urban) – 1485 meals summer 2017
Hospital Qualification

- Approval to participate is based on the number of free breakfast/lunches served at schools within a certain radius of the hospital.
- Application requirements include maps of surrounding school districts, submission of times and types of meals to serve, per plate costs, and statement of revenue and expenses.
- Yearly training is required for food service coordinators at participating sites and the project coordinator.
- Food service coordinators train their staff and document this training.
- Provide nutrition education games/handouts for children in cafeteria.
- **Time** spent facilitating the program is not reimbursed.
- Renewal submission required yearly.
Program Promotion

- Flyers and posters
  - Printed and electronic
- Distribution
  - APS, local food banks, Department of Health, Emergency Department, community tabling events, pediatrics, local churches and daycares, physician offices, hospital check-in, social media, etc.
  - Posters and pull-up signs in hospital entrance and cafeteria.
- Local promotion via newspaper and radio. (This is required by CYFD)
- Developed voucher – not required to receive meal

Are you between the ages of 3 - 18 or do you have a child who is? If so, you can receive a free healthy meal* at Presbyterian Hospital's cafeteria between 11:00 a.m. - 7:00 p.m., seven days a week.

The cafeteria is located on level 5-2, north side of the hospital. No identification is necessary and anyone between 3 - 18 qualifies. You will need to order from a cashier and sign a log showing you received a meal. The meal must be eaten at the hospital. This voucher is not necessary to receive a meal.

*Meal is a specific item.
Food Service Coordinator Champions

• The program cannot happen without employee support.
• Food Service Coordinators are essential
  • attend training and train their staff
  • keep records
  • monitor program costs and certifications
  • provide child education
  • plan menus
• Recognizing employees “boots-on-the-ground” efforts is essential
  • certificates of appreciation, gas gift cards, and recognized staff in the employee newsletter
Keys to success

• Administration buy-in
• Recognize the staff
• Allow time for the administrative overhead
• Someone dedicated to coordinating the program
• Front-line champion
• Reconnect to purpose
• Keep meticulous records – expect an audit
Thank you!

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Questions?

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