

APPROVED

San Francisco Food Security Task Force

TARGET POPULATIONS SUBCOMMITTEE

Minutes from March 17, 2006

Department of Children, Youth and Their Families

1:00 PM

In Attendance

Task Force Members: Libby Albert, Paula Hamilton, Daisy Anarchy, Marina Levy, and Tim Thole

Public: Leah Rimkus, Marguerite Nowak

Agenda Topic	Discussion	Action Item
1. Call to Order	Meeting called to order at 1:10pm by Libby Albert.	None.
2. Approval of Minutes from	Motion carried to approve minutes from the February 16 th meeting of the target populations subcommittee.	Minutes will be sent to Christine Wong Mineta for posting.
3. Continued discussion of the priorities and the timeline for the Target Populations Subcommittee	<p>Libby led a discussion about further prioritizing the work of the target populations subcommittee. We have a lot of ground to cover and we may not be able to discuss each program. The group decided to prioritize Summer Food Service Program (SFSP), National School Lunch and National School Breakfast (NSL and NSB). We will ask the Department on Aging (a city dept.) and CASE (a senior advocacy organization) to provide us with recommendations for senior nutrition. We will ask Maria LeClair to provide us with recommendations for WIC and Ed Mattson from the CACFP roundtable organization to make recommendations about that program. Motion made and passed to prioritize SFSP, NSL an NSB.</p> <p>Public Comment: None</p>	Contact Linda Lau from Dept. of Aging, CASE, Maria LeClair from WIC, and Ed Mattson from the CACFP roundtable to provide recommendations for the FSTF (Libby).
4. Strategies to increase participation in Summer Lunch	<ul style="list-style-type: none">• Libby Albert passed out the list of participating agencies in the SFSP from last year.• Marina Levy passed out the summer school sites and the free and reduced data published in January 2006.• Libby reported that applications have been sent out for the SFSP and they are due back on 4/13.	<ul style="list-style-type: none">• Libby to work with Paula to identify rec centers in un-served neighborhoods to offer summer lunch.

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	<ul style="list-style-type: none"> • Sites must serve a minimum of 35 lunches to qualify for participation. • Sites must be located near a school where more than 50% of the students qualify for free or reduced lunch to qualify for participation. DCYF can use elementary schools to qualify CBOs, middle and high schools or can use the middle and high school data to qualify the middle and high schools. Middle and/or high school data cannot be used to qualify an elementary school or a CBO. Census data can also be used to qualify a school or CBO but that it is more complicated and has not been useful in San Francisco. • Paula would like there to be awareness among staff of the SFSP that they should not come off at 'punitive' with sites but work in partnership to make sure rules and regulations are being adhered to at the site level. • Paula suggested that we work with RPD to fill gaps in un-served neighborhoods. • Gaps were identified: the western part of town, Silver Ave. area and the Excelsior. <p>Strategies to increase participations in SFSP:</p> <ul style="list-style-type: none"> • Create new sites in under served neighborhoods • Increase capacity at existing sites • Create 'branding' for summer lunch so that parents start to connect flyers that go home from school and banners at sites. • Put announcements in school newsletters, and list serves, articles in neighborhood newspapers • Get entire list of sites published in the Examiner • Tim suggested asking SBC for funding for marketing • Have monitors leaflet neighborhood around lunch sites to increase awareness • Create door hangers to put on doors in neighborhoods near SFSP sites • Have monitors pass out flyers in local playgrounds 	<ul style="list-style-type: none"> • Create a multi-lingual flyer to go home with all school children announcing all SFSP feeding sites. Also send out to families living in public housing, libraries, private schools, food stamp recipients, rec centers and food pantries (funding?)-Libby will work with SF Food Bank to create the flyer • Order banners to hang at all sites 'summer lunch served here' (funding?)-Tim Thole will follow up with CA Food Policy Advocates about ordering banners. • Marguerite from the SFFB will look into a grant for outreach for summer 2007 • Libby will work with communication director at DCYF to

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	<ul style="list-style-type: none">• Tim Thole explained that sometimes principals don't understand that summer school sites are operating under the seamless waiver and need to be open.• Tim Thole talked about integrating summer lunch at summer school sites into the educational day. The way sites are currently doing lunch is to offer it after school is dismissed. Many students do not eat lunch at school but leave after school is dismissed. By integrating it into the school day, we would have a 'captive audience'. Suggestions on how this could be done: in elementary schools use lunch time as educational time (ie: story time, announcements), Middle and High schools-cut back on passing times and create a 15 min nutrition break. More study of this idea needs to happen and perhaps we could look into piloting this in 3 schools during the summer of 2007 to study feasibility, profitability and sustainability. Administrators are worried that kids will leave after lunch if they are given a break. We need to get buy in from the school board. <p>Public comment: Marguerite Nowak from the SF Food Bank said that the Food Bank will apply for funding for 2007 for outreach efforts.</p>	<p>create a press release.</p> <ul style="list-style-type: none">• Libby will create a flyer for leafleting neighborhoods around sites.• Marina will attend a principals meeting to educate them about summer lunch and to reinforce that sites need to be open.• Libby, Tim and Marina work on developing a plan to pilot making summer lunch part of the educational day in 2007. Tim will get the information to Marina about where this is currently being done. Daisy Anarchy will talk to Eric Mar and Mark Sanchez about this idea.• The San Francisco Food Bank will look into running PSAs on tv and radio (in English and Spanish).

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5. Create an agenda for the next Target Populations Subcommittee	Next meeting: <ul style="list-style-type: none">• Continue discussion on SFSP• Start conversation on NSL and NSB	Post agenda.
6. Public Comment	No additional public comment.	None
7. Adjournment	Meeting adjourned at 2:40pm next meeting April 20 th 12:30-2:30.	None