

## **Summer Food Service Program 2010 Program Summary**

Realizing that the need for healthy meals for children doesn't cease when the end-of-year school bell rings, the Waltham Boys & Girls Club again stepped forward to lead the Summer Food Service Program for Waltham. This youth nutrition program is administered nationally by the United States Department of Agriculture (USDA) and on the state level by the Massachusetts Department of Elementary and Secondary Education (DESE).

The Club conducted five weekday meal servings over six sites:

- Boys & Girls Club – breakfast & lunch
- Camp Hale – lunch
- Chesterbrook Gardens Housing – lunch
- Lowell Playground – lunch
- McDonald Playground – lunch
- Whittemore School – lunch

The nine-week program was offered Monday through Friday, June 28 to August 27, with the exception of the Whittemore School service, which was held during the Summer Enrichment Program (July 1-30).

As sponsor, the Boys & Girls Club was responsible for the general financial and administrative tasks of the entire program. The Club staffs the SFSP with a coordinator, an assistant, and two teen Club members.

Partnering with the Club in this initiative was the Waltham School Department, which provided well-balanced and kid-centric lunches each day.

The Club was awarded a \$5,000 competitive grant from the nonprofit organization Project Bread to help with the marketing and delivery of the program. The Club qualified for the funding by agreeing to abide by Project Bread's "Better Summer Meals Initiative", which calls for all meals served to be low in fat, sodium, and sugar. In addition, the Waltham Partnership for Youth provided a \$4,000 grant to the Club; this is the second year in a row that they have supported the program at that level.

Prior to the start of the program, the Club embarked on an extensive outreach campaign, which consisted of speaking to staff at several other youth-service agencies, distributing brochures through all public school classrooms, hanging colorful banners at strategic spots in the city, and submitting press releases to the local newspaper. In addition to publishing the Club's press releases, the Waltham Daily News Tribune ran a feature story about the Summer Food Service Program.

This year's program served 9,998 meals – 1,219 more than last summer. SFSP staff was also able to sample typical Boys & Girls Club programming at several sites, leading to many children registering for Club membership.