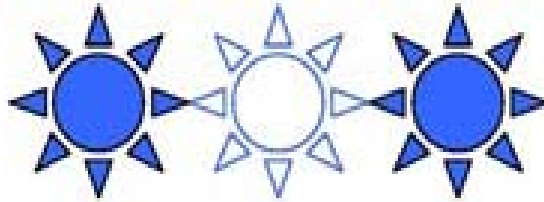


**California Summer Meal Program Coalition**



***We will Now Begin the  
WEBINAR***

***Help your Kids Power Up with  
Physical Activity and Healthy  
Eating!***

***June 11, 2010***

## California Summer Meal Program Coalition



### *What you will learn*

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- Why the Summer Meal Program Coalition was formed – and what we are doing
- Why the Nutrition Services Division, CDE, wants to increase the number of sponsors and sites serving summer meal programs – and why nutrition education and PA is important to integrate into summer meal programs
- How *Power Play!* can provide summer meal programs with *free* training, technical assistance and materials
- Real life examples of how *Power Play!* has been used in summer meal programs
- Other Resources
  - Next webinars
  - Follow-up from Regional Power Play Coordinators
  - How to join the Summer Meal Mentoring Network
  - Key websites!

## California Summer Meal Program Coalition



# AGENDA

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### Welcome & Goals of the Webinar

Kate Karpilow, Executive Director, California Center for Research on Women & Families

### Message from Nutrition Services Division, CDE

Phyllis Bramson-Paul, Director, Nutrition Services Division, California Department of Education

### How *Power Play!* can Support Nutrition Education and Physical Activity in your Summer Meal Program

Betty Sun, Social Marketing Specialist, Children's Power Play! Campaign  
*Network for a Healthy California*, California Department of Public Health

### Examples of Successful Partnerships

#### *Network San Diego and Imperial Region*

Larissa Johnson, Physical Activity and Community Youth Organization Coordinator

#### *Network Northcoast Region*

Laurel Chambers, Physical Activity Specialist, Network for a Healthy California

### Additional Resources

### Questions & Answers/Closing Remarks

## California Summer Meal Program Coalition



### ***WHO WE ARE:***

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## **California Summer Meal Program Coalition Members**

- California Department of Education
- California Association of Food Banks
- California School Boards Association
- California AfterSchool Network
- Bay Area Partnership
- California Food Policy Advocates
- Food Research Action and Center
- Redwood Empire Food Bank
- San Diego Unified School District
- California Center for Research on Women and Families
- YMCA of Silicon Valley . . . *and more!*

## California Summer Meal Program Coalition



### *Our Objectives:*

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- ✓ Organize and Host Outreach Webinars to Increase Summer Meal Sponsors and Sites and Profile Case Studies and Tool Kits
- ✓ Develop Web-Accessible Tool Kits
- ✓ Develop a Summer Meal Program Web Page
- Organize Three Nutrition Education/Physical Activity Webinars in Summer 2010
- Facilitate a Summer Meal TA Network
- Organize and Host the 2010 Summer Meal Program Retreat
- Facilitate Summer Meal Program Convenings in Two Counties

## California Summer Meal Program Coalition



*Why???* should you check out the Summer Meal Web Page that has case studies and tool boxes?

ON THE CCRWF WEBSITE:

<http://www.ccrwf.org/other-projects/>

## California Summer Meal Program Coalition



***Because*** this is what **SUCCESS** looks like:

### **SDUSD:**

**2004: 16 sites; 11,000 meals**

**2009: 67 sites; 250,000 meals**

### **REFB:**

**2004: 13 sites; 15,115 meals**

**2009: 35 sites; 75,834 meals**

### **YMCA of Silicon Valley**

**Launched in 2009 with 18,308 snacks**

**Go to <http://www.ccrwf.org/other-projects/>**

## California Summer Meal Program Coalition



**What you will find at**

**<http://www.ccrwf.org/other-projects/>**

**PowerPoint to train your staff ☀ Templates for posters and flyers in English & Spanish ☀ Text for Robo Calls to families ☀ Welcome Letters ☀ Newsletter copy ☀ Questionnaires for volunteers ☀ Materials for event kick-off and thank-you brunch ☀ Administrative forms for daily, weekly & monthly counts ☀ Materials for activities and nutrition education . . . and more!**



**California Summer Meal Program Coalition**



To access the Summer Meal Program Coalition **Case Studies and Tool Boxes**, go to:

<http://www.ccrwf.org/other-projects/>



**California Summer Meal Program Coalition**



**Phyllis Bramson-Paul**

**Director**

**Nutrition Services Division  
CA Department of Education**

## California Summer Meal Program Coalition



# Betty Sun

Social Marketing Specialist

Children's Power Play!

Campaign *Network for a  
Healthy California*

CA Department of Public Health



**California Summer Meal Program Coalition**



***Resources?***

***Power Play!***

**Call Betty Sun at (916) 449-5417**

**or go to:**

**<http://www.networkforahealthycalifornia.net/PowerPlay>**

**California Summer Meal Program Coalition**



***Resources?***

**Summer Meal Programs  
Nutrition Services Division, CDE**

**Email Laurie Pennings at  
[lpennings@cde.ca.gov](mailto:lpennings@cde.ca.gov)**

**or go to:**

**<http://www.cde.ca.gov/ls/nu/sf/>**

**California Summer Meal Program Coalition**



***Resources?***

**CA Summer Meal Program Coalition**

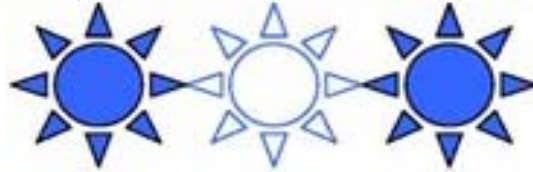
**Email:**

**SummerMealCoalition@ccrwf.org**

**or go to:**

**<http://www.ccrwf.org/other-projects/>**

**California Summer Meal Program Coalition**



***Resources?***

***State and National Policy***

***California Food Policy Advocates***

***<http://www.cfpa.net>***

***Food Research and Action Center***

***<http://www.frac.org/>***

**California Summer Meal Program Coalition**



***Resources?***

***Summer Meal TA Network***

***<http://groups.google.com/group/summermealmentornetwork>***

***OR***

***Contact Eric Manke at [eric@cafoodbanks.org](mailto:eric@cafoodbanks.org)***



## ***Help us spread the word about our next two Summer Meal Webinars!***

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Friday, June 25, 10:00 – 11:00

### **Connect with *Power Play!* to Power Up Your Summer!**

- How summer meal sponsors and sites can tap into *free* nutrition education and physical activity resources and materials from *Power Play!*
- A repeat performance of the June 11 webinar!

Friday, July 9, 10:00 – 11:00

### **Summer Meal Programs: ReThink Your Drink!**

- Learn about materials and resources available to help your kids cut down on unhealthy drinks – plus mini case studies of summer meal programs that help their kids and families ReThink their Drinks!
- Go to [www.ccrwf.org](http://www.ccrwf.org) for more information about the Summer Meal Program Coalition!

**California Summer Meal Program Coalition**



**Thank you to our funders**

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*Network for a Healthy California*  
**California Department of Public Health**

**Food Research and Action Center**

**California Department of Education**

**David & Lucile Packard Foundation**