

FLORIDA PARTNERSHIP TO END CHILDHOOD HUNGER

2009-10 OPERATIONS PLAN

POINT 1:

PROVIDE ALL OF FLORIDA'S CHILDREN WITH A HEALTHY BREAKFAST

A) CURRENT SITUATION	FEDERAL \$\$ TO BE LEVERAGED	# OF ADDITIONAL CHILDREN TO BE FED
ALTHOUGH FLORIDA RANKS SECOND IN THE NATION FOR ITS HIGH PERCENTAGE OF SCHOOLS OFFERING BREAKFASTS, LESS THAN ONE IN THREE SCHOOL CHILDREN ELIGIBLE FOR A FREE OR REDUCED-PRICE BREAKFAST RECEIVES ONE.	\$192 MILLION(+)	864,000(+)
B) BENCHMARKS FOR CHANGE		
ALL SCHOOLS WITH AT LEAST 80% OF ENROLLMENT ELIGIBLE FOR FREE OR REDUCED-PRICE SCHOOL MEALS IN TWO OF THE EIGHT TARGET COUNTIES WILL OFFER BREAKFAST FREE TO ALL STUDENTS.		
C) POLICY RECOMMENDATIONS		
<ul style="list-style-type: none"> • REINSTATE FUNDING FORMULA THAT ENSURES A STATE SUPPLEMENT FOR BREAKFAST TO SCHOOL DISTRICTS. • INCREASE FEDERAL MEAL REIMBURSEMENT RATES TO ACCOMMODATE THE PROVISION OF QUALITY SCHOOL BREAKFASTS (AND LUNCHESES) THAT KEEP PACE WITH THE HIGH COSTS OF FRESH PRODUCE, GRAINS AND DAIRY. 		
D) ACTION STEPS	2009	2010
1.1 Draft <i>glitch</i> bill that reinstates funding formula ensuring a set state supplement to school districts for the provision of school breakfasts.		
a. Draft legislation to correct the 2008 legislation's deletion of the breakfast supplement formula.	✓	
b. Secure partner organizations to coalesce for the support of passage, including the Florida School Boards Association, Florida School Nutrition Association, and Florida Association of District School Superintendents.	✓	
c. Convert research into educational materials and talking points. Share with allies, legislators, and media.	✓	
d. Secure bill sponsors; identify and secure support of members on legislative committees through which bill will pass.	✓	

e. Prepare leaders from around the state with timely information as the legislation moves through its committees towards passage—providing opportunity for direct advocacy.	✓	
1.2 Using Palm Beach County model, work with two school districts within the eight target counties to reach incrementally a district-wide, free school breakfast policy.		
a. Identify two school districts where breakfast participation is lowest among the 8 targets and that are receptive to replicating the Palm Beach model.	✓	
b. Secure guidance and evaluative/assessment documents from Palm Beach County School Food Service division for their <i>100% Accessible Breakfast Program</i> . Set up initial conference calls.	✓	
c. Assist targeted school districts to pilot alternative service models like breakfast in the classroom and grab-and-go. Identify and broker mentoring relationships with school districts that have a similar demographic and are piloting successful alternative models.	✓	✓
d. Develop and implement breakfast marketing strategies in partnership with professional sports teams to coincide with school districts' free breakfast expansion efforts.	✓	✓
e. Develop evaluative measures and implement for each pilot. Prepare a report of these.	✓	✓
1.3 Working with the College of Public Health at the University of South Florida (USF), develop and implement a social marketing plan targeted to teachers, principals, and school personnel in the Hillsborough, Polk, and/or Pinellas county school districts relative to the benefits and challenges of ensuring that all students have access to a nutritional school breakfast and innovative strategies for providing it.		
a. Working with USF and the counties' School Food Service divisions, assess cost of developing this plan.	✓	
b. Secure funding to begin work on the plan.	✓	
c. Use findings to develop strategies for addressing identified challenges to ensure all students have seamless access to a school breakfast.		✓
d. Develop evaluative tool for measuring impact of these new models once implemented (for replication in other schools and districts).		✓
1.4 Increase federal meal reimbursement rates to accommodate the provision of quality school breakfasts (and lunches) that keep pace with the high costs of fresh produce, grains and dairy.		
a. Identify Florida congressional delegates that sit on key committees through which the Child Nutrition Program Reauthorization legislation/appropriations must pass. Secure a lead Florida congressional delegate in the Senate and the House to push for school breakfast program and funding improvements.	✓	

Provide data and community leaders to these delegates and their staff to help them make their arguments.		
b. Convene collective phone conference calls for targeted congressional delegates' staff and school nutrition directors within their congressional district to provide information about the local need.	✓	
c. Arrange school breakfast site visits for the congressional representative (and staff) when s/he is in the District. Include local Partnership leaders and media at these events.	✓	
d. Work with local media to focus continued attention on the federal reauthorization process in targeted CDs.	✓	
E) STRATEGIC PARTNERS:		
Doris Reeves-Lipscomb (Impact Board President), Jane Wynn (Florida School Nutrition Association), school food service directors in all eight target counties, Sam Bell (Florida Public Health Foundation), Bernie Friedman (Florida Association of Jewish Federations), Jennifer Whitaker (Dairy Council of Florida), Anita Courtney (College of Public Health-University of South Florida), Judy Laster (Florida School Nutrition Association), Madeline Levin (Food Research and Action Center-FRAC), Ellen Navarro (Office of state Senator Nan Rich), Kari Conley with the Orlando Magic, Represent Ari Porth (state House representative for Broward County), and Chloe Coney (Office of Congresswoman Kathy Castor).		

**POINT 2:
ENCOURAGE HEALTHY FOOD CHOICES**

A) CURRENT SITUATION	FEDERAL \$\$ TO BE LEVERAGED	
CURRENTLY, ONLY 22 COUNTIES PARTICIPATE IN THE FOOD STAMP NUTRITION EDUCATION PROGRAM. FLORIDA DREW DOWN \$1.59 PER FOOD STAMP PARTICIPANT IN 2005 COMPARED TO THE NATIONAL AVERAGE OF \$8.58.	INCREASING THE STATE'S MATCH TO THE NATIONAL AVERAGE WOULD DRAW DOWN AN ADDITIONAL \$10 MILLION FOR FLORIDA'S COMMUNITIES.	
B) BENCHMARKS FOR CHANGE		
a. Increase the amount of federal dollars for Florida's Food Stamp Nutrition Education Program by %.		
b. Increase the number of Food Stamp Nutrition Education Program classes by 5%.		
C) POLICY RECOMMENDATIONS		
REQUIRE AND PROVIDE FEDERAL FUNDS FOR NUTRITION EDUCATION IN THE CHILDCARE FOOD PROGRAM VIA THE 2009 CONGRESSIONAL REAUTHORIZATION OF FEDERAL CHILD NUTRITION PROGRAMS.		
D) ACTION STEPS	2009	2010
2.1 Identify best nutrition curricula models for broader replication in the target counties.		

a. Working with the University of Florida, identify best nutrition education models within Florida.	✓	✓
b. Develop evaluative tool and assess best practices with an eye towards replication in other counties.	✓	✓
2.2 Expand the number of partnerships with community service agencies to deliver more nutrition education classes in half of the eight target counties.		
a. Research models in other states for incorporating additional implementing agencies into the Florida FSNEP plan.	✓	
b. Identify resources and leaders in Polk, Pinellas, Broward, and Miami-Dade that can generate new or expanded sites for FSNEP.	✓	
c. Organize local meetings to share information and brainstorm ideas for drawing down more FSNEP dollars into the community.	✓	✓
d. Secure meeting with Florida Department of Children and Families to discuss proposal for expanding partners and sites in the Florida FSNEP state plan.		✓
e. Provide technical assistance to implement commitments to participate in FSNEP		✓
E) STRATEGIC PARTNERS		
Michael Farver (Florida Impact Board), Florida School Nutrition Directors in 8 target counties, Perry Borman, Department of Children and Families-Palm Beach County), Anthony Glover (DCF Secretary George Sheldon's office), Lynne Kunins (FLIPANY), Allen Susser (Share Our Strength Taste of the Nation), Kimberly Klinger and Chris Brennan (University of Florida), Janet McLaughlin and Courtney Smith (Share Our Strength), Ellen Vollinger, Madeleine Levin, and Geri Henchy (FRAC), Susan Towler and/or Michael Hutton (Blue Foundation), Monica Dawkins (Miami-Dade FSNEP), Nan Jensen (Pinellas FSNEP).		

**POINT 3:
HELP FAMILIES MEET NEEDS AT HOME WITH FOOD STAMP BENEFITS**

A) CURRENT SITUATION	FEDERAL \$\$ TO BE LEVERAGED	# OF CHILDREN TO BE FED
FORTY-TWO PERCENT OF FOOD STAMP BENEFITS IN FLORIDA GO TO HOUSEHOLDS WITH CHILDREN. STILL, THE PROGRAM ONLY SERVES A LITTLE OVER HALF OF THE INDIVIDUALS PROJECTED TO BE ELIGIBLE IN OUR STATE.	\$1.3 BILLION(+)	156,000(+)
B) BENCHMARKS FOR CHANGE		
Food stamp participation numbers among Florida's households with children will increase by 12% by the end of 2010.		

C) POLICY RECOMMENDATIONS		
<ul style="list-style-type: none"> • MAXIMIZE FULL USE OF CATEGORICAL ELIGIBILITY AND OTHER STATE OPTIONS PROVIDED IN THE 2008 FARM BILL. • ENSURE ADEQUATE STATE FUNDING IN THE DEPARTMENT OF CHILDREN AND FAMILIES (DCF) BUDGET FOR INCREASED STAFFING AND TECHNICAL REFINEMENTS RELATIVE TO ACCESS FLORIDA TO BETTER SERVE THE STATE'S FOOD-STAMP ELIGIBLE POPULATION. 		
D) ACTION STEPS	2009	2010
3.1 Encourage all eight target school districts to advertise the Food Stamp Application website on the free and reduced-price school meal application and/or school meal calendars.		
a. Develop information sheet that demonstrates the effectiveness of advertising the FSP contact number in the school district's free and reduced-price meal applications and on monthly meal menus. Also secure copies of Palm Beach County School District's model(s) for this.	✓	
b. Approach all (remaining seven) school food service directors with this information and secure a commitment to include the link to the on-line Food Stamp application on their free and reduced-price meal applications.	✓	
c. Confirm the dates each school district advertises the ACCESS website and compare these with any spike in food stamp applications in each county.		✓
d. Collect data on new applicants in counties where a rise in food stamp applications is marked. Analyze cumulative benefit increase levels for each county and convert all into a report to support replication in other Florida counties.		✓
3.2 Increase the value of food stamp benefits for families with dependent care expenses.		
a. Using Massachusetts Legal Services' flyer as a template, work with DCF to develop user-friendly language for a flyer that publicizes and explains the new 100% deduction for dependent care expenses.	✓	
b. Research strategic vehicles for broadest distribution of flyer within half of the eight target counties, starting with Earned Income Tax Credit-assistance sites.	✓	
3.3 Maximize use of federal options that make the Food Stamp Program in Florida more flexible, so that more low-income working families with children are served.		
a. Meet with DCF state administrators to assess all state options provided by the two past Farm Bills for the Food Stamp Program that Florida will implement. Secure a timeframe for implementation and an understanding of the challenges prohibiting implementation of some options.	✓	
b. Research state models for maximum use of categorical eligibility options--starting with Oregon, Washington, Pennsylvania, and Ohio—to address any of Florida's challenges in implementing specific federal options. Share these with DCF administrators.	✓	

3.4 Ensure adequate state funding in the DCF budget for increased staffing and technical refinements relative to ACCESS Florida to better serve the state's food-stamp eligible population.		
a. Convert DCF's state budget request for the administration of the food stamp program into user-friendly advocacy briefing sheets that support increased funding for ACCESS Florida staffing and technology.	✓	
b. Identify members of legislative committees through which this allocation must pass and counties each represents for targeted information and contact from constituents.	✓	
c. Secure and educate partner organizations to coalesce for the support of increased ACCESS funding.	✓	
d. Prepare leaders from around the state with timely information as the DCF budget request moves through its committees towards passage—providing opportunity for direct advocacy.	✓	
E) STRATEGIC PARTNERS		
Pepi Dunay (Florida Impact Board), Ted Granger (United Way of Florida), Will Porro (City of Miami), Ellen Vollinger (FRAC), Perry Borman (Florida Department of Children and Families-Palm Beach County), Jennifer Lange, Connie Mathers, and Nathan Lewis (ACCESS Florida), Anthony Glover (DCF Secretary George Sheldon's Office), and Paula Triana (Palm Beach County School District).		

**POINT 4:
IMPROVE WORKING FAMILIES' ECONOMIC SECURITY**

A) CURRENT SITUATION	FEDERAL \$\$ TO BE LEVERAGED	# OF FAMILIES TO BENEFIT
FOR TAX YEAR 2005, THE SUM OF EITC REFUNDS INTO THE STATE OF FLORIDA WAS \$2,978,555,912. THIS REFLECTS AN INCREASE OVER TAX YEAR 2004 OF \$114,075,358 AND A TOTAL INCREASE OF 13,423 EITC CLAIMS. STILL, THE OFFICIAL IRS NATIONAL ESTIMATE IS THAT 20-25% OF ELIGIBLE WORKERS DON'T CLAIM THE EITC EACH YEAR.	\$429 MILLION IN FLORIDA	310,000 FLORIDA WORKERS
B) BENCHMARKS FOR CHANGE		
a. Passage of state law to cap interest rates and fees charged for refund anticipation loans.		
b. Increase by 4% the number of 2010 EITC claims filed in each targeted community replicating the Extra Credit model in its first year.		
c. Increase by 7% the amount of 2010 EITC dollars claimed in each targeted community replicating the Extra Credit model in its first year.		
C) POLICY RECOMMENDATIONS		
PASS STATE LAW TO CAP INTEREST RATES AND FEES CHARGED FOR REFUND ANTICIPATION LOANS.		
D) ACTION STEPS	2009	2010
4.1 Reinforce the expansion of community-based, free tax preparation sites to assist residents in claiming the tax credit and applying		

for food stamp benefits.		
a. Identify what would be needed by existing EITC assistance programs in the eight target counties to increase the percentage of filers using free tax-preparation assistance as well as effectively reach out to eligible families that have not previously applied.	✓	
b. Identify best practices, resources, and collaborations that would address identified challenges to expansion among eight target counties.	✓	
4.2 Foster outreach programs through local chambers of commerce to promote public awareness of Earned Income Tax Credit Benefits, targeting employers of low-wage workers.		
a. Invite leaders of Orlando Chamber of Commerce EITC model to meet with EITC leaders in Hillsborough County and City of Miami.	✓	
b. Discuss feasibility and challenges of replications in these targets.	✓	
c. Develop next steps for modeling Chamber pilot in targets.	✓	
d. Develop evaluative tool for measuring success.	✓	
e. Implement Extra Credit models in Miami and Hillsborough County.		✓
f. Identify regional Chamber venue to present successes of new pilots on the way to introducing more pilots in Chambers of Commerce in remaining target counties.		✓
4.3 Work for state law to cap interest rates and fees charged for refund anticipation loans. STAFFING: Impact and United Way of FL		
a. Poll EITC preparation leaders and review existing laws (e.g., in New York state and the city of San Antonio) to establish a fair ceiling and model language for Florida law.	✓	
b. Draft legislation and secure strategic bill sponsors.	✓	
c. Educate and secure partner organizations to coalesce for the support of passage, including the various United Way agencies, Prosperity Campaign, religious and municipal government leaders.		✓
d. Convert research into educational materials and talking points. Share with allies, legislators, and media.	✓	✓
e. Secure support of members on legislative committees through which bill will pass.		✓
f. Prepare leaders from around the state and media outlets with timely information as the legislation moves through its committees towards passage—providing opportunity for direct		✓

advocacy.		
E) STRATEGIC PARTNERS		
Dick Batchelor (Florida Impact Board), Ted Granger (United Way of Florida), John Wancheck (Center on Budget and Policy Priorities), Daniel Gibson (United Way in Palm Beach County), Will Porro (City of Miami), Brittany Richards (Heart of Florida United Way).		

**POINT 5:
INCREASE FAMILIES' ACCESS TO FRESH PRODUCE**

A) CURRENT SITUATION		
One of three Florida children is overweight, which carries a high risk for adult obesity. Conditions that were once rare in children are commonplace: Type 2 Diabetes, elevated cholesterol, and high blood pressure. By increasing fresh fruits and vegetables in these children's diets, we can curb childhood obesity and reduce the risk of more serious problems in their adult lives.		
B) BENCHMARKS FOR CHANGE		
a. Implement the fruits and vegetables cash value voucher program in the WIC program..		
b. Pilot at least four EBT program at a farmers' market(s) or farm stand(s) in proximity to a low-income area.		
c. Pilot at least one model for providing fresh produce at <i>mom and pop</i> store located in a low-income neighborhood.		
C) POLICY RECOMMENDATIONS		
Ensure that federal school meal, afterschool snack, and summer food reimbursement rates keep pace with the costs of incorporating fresh fruits and vegetables in these child nutrition programs.		
D) ACTION STEPS	2009	2010
5.1 Modeling the High Springs pilot, establish working relationship with and/or set up farmers' markets or farm stands in proximity to low-income areas with the capacity to accept electronic food stamp benefit transfers and WIC Farmers' Market Nutrition Program (FMNP) coupons and to establish WIC cash value voucher program.		
a. Identify existing farmers' markets and farm stands, or farmers located in or adjacent to low-income populations.	✓	
b. Identify high-risk child health zones, targeting those without access to fresh produce. Explore potential partners for setting up new farmers' markets in a few targeted areas as pilots.	✓	
c. Approach Department of Children and Families about securing EBT machines for use at farmers' markets.	✓	
d. Identify farmers' markets already using WIC FMNP coupons and their proximity to low-income neighborhoods. Identify and address challenges that affect the full redemption of	✓	

Farmer's Market coupons by WIC clients.		
e. Work with Florida Department of Agriculture and Consumer Services regarding cash match problems for expansion of WIC FMNP coupon program.	✓	
f. Research challenges to and remedies for farmers in the set-up and maintenance of EBT terminals at farmers' markets and farm stands.	✓	
g. Secure commitments from and provide technical assistance to four farmers' markets or farm stands to establish and maintain EBT terminals for the use of SNAP (FSP) benefits.		✓
h. Assess challenges and responsive approaches in the operations of the pilots with an eye towards replication in more Florida communities.		✓
5.2 Work with schools in target counties to incorporate more fresh produce into their programs.		
a. Identify schools eligible for the federal Free Fresh Fruits and Snack Program within target counties and the school districts' plans to maximize this federal resource.	✓	
b. Conduct outreach to the principals of eligible schools regarding the federal Free Fresh Fruits and Snack Program.		
c. Inventory existing fresh fruits and vegetable promotion among the eight school districts—in both meal plan and educational components.	✓	
d. Research best Farm to School models and present these to select school food service directors.	✓	
e. Convene meeting of local farm representatives and receptive school food service directors with personnel from a school system already conducting a farm-to-school program to discuss delivery system of fresh produce. Work through challenges and establish an operating plan.	✓	✓
f. Develop an educational component for both the children and their parents around the provision of local fresh produce, e.g., site garden, nutritional workshops with farmers and nutritionists, etc.	✓	
5.3 Increase the number of stores in low-income neighborhoods that stock fruits and vegetables.		
a. Research models for providing fresh produce in low-income neighborhoods considered to be <i>food deserts</i> , i.e., without access to grocery stores.	✓	
b. Identify smaller mom and pop facilities within low-income areas receptive to weekly "fresh" days when local farmers can deliver produce.	✓	
c. Identify and secure funding for upgrades to refrigeration units, etc.		✓
d. Secure a commitment and provide assistance for implementing a model in at least one of these sites.		✓
E) STRATEGIC PARTNERS		
Mary Kate Harrison (Florida Impact Board), Carole Strange (Office of the Commissioner of Agriculture and Consumer Services), Mary Anne Patterson (Florida Department of Health), Perry Borman and Anthony Glover (Florida Department of Children and Families), Sharon Yeago		

(Farmers Market Coalition), Vonda Richardson (New North Florida Cooperative/FAMU), and Geri Henchy (FRAC).

**POINT 6:
HELP AFTERSCHOOL PROGRAMS PROVIDE HEALTHY MEALS AND SNACKS**

A) CURRENT SITUATION	FEDERAL \$\$ TO BE LEVERAGED	# OF CHILDREN TO BE FED
Only 53 of Florida's 67 school districts offer nutritional snacks with after-school programs; and only 369 after-school programs run by non-school sponsors around the state use federal after-school snack funds.	\$105.9 MILLION(+)	865,000(+)
B) BENCHMARKS FOR CHANGE		
a. Increase the number of Afterschool Snack community sites in the eight target counties by 10% over two years.		
b. Increase the number of federal afterschool snacks served in the eight target counties by 8% over two years.		
C) POLICY RECOMMENDATIONS		
Add Florida to the eight states that receive full meal subsidies from the U.S. Department of Agriculture, so that institutions running after-school programs can offer supper to children up to age 19.		
D) ACTION STEPS	2009	2010
6.1 Conduct an education campaign for afterschool providers and their funders within the target counties about the availability of federal funds for snacks.		
a. Start with assessment of need that targets counties NOT well served by school-based afterschool snack programs.	✓	
b. Identify existing nonprofit networks that offer after-school programs serving children from principally low-income families. Assess which are utilizing the federal After-School Snack program dollars.	✓	
c. Identify key foundations that fund after-school programming for low-income children. Research recipient organizations' use of After-School Snack program dollars. Project the amount of federal funding that would be available to each eligible organization. Convert this into a preliminary report and approach foundation leaders with this information.	✓	
d. Secure meetings with recipients and funders to present information about the federal After-School Snack Program and the cost savings to each organization.	✓	
e. Assess which of the larger organizations (including summer nutrition program sponsors) within a community would make the best After-School Snack sponsor and approach to	✓	

determine their receptivity and infrastructure to support the paperwork.		
f. Recruit After-School Snack sites to come under each sponsor in target areas, including summer nutrition program sites receptive to extending their service through the school year.	✓	✓
g. Provide training and technical support to sponsor and sites for application, maintenance, and negotiations with local and state government to alleviate barriers to participation.	✓	✓
6.2 Work with congressional delegates to include Florida among states allowed to provide suppers to school children up to age 19.		
a. Identify Florida congressional delegates that sit on key committees through which this legislation/appropriation must pass.	✓	
b. Convene collective phone conference calls for targeted congressional delegates' staff and After-School Snack providers within their congressional district to provide information about the local need and successful programs.	✓	
c. Arrange after-school snack site visits for the congressional representative when s/he is in the District. Include local Partnership leaders at these events.	✓	
d. Work with the FRAC to secure lead Congressperson and Senator from Florida on the expanding supper. Provide data to these leaders and their staff to help make their arguments.	✓	
e. Work with local media to cover the progress of this effort and the need for supper programs in target CDs.	✓	
E) STRATEGIC PARTNERS		
Kim Mowatt (Florida Impact Board/J. D. Callahan Center-Orlando), Publix Supermarkets and other retail grocers, Anne Bateman (Broward County Children's Services Council), Mark Brewer (Central Florida Community Foundation), Marlene DuBois (Florida Department of Health), Crystal Fitzsimons (FRAC); Melinda Trotti (United Methodist Church), Daniel Gibson (United Way of Palm Beach County), and Louvenia Sailor (African Methodist Episcopal Church).		

**POINT 7:
EXPAND REACH OF SUMMER MEALS PROGRAMS**

A) CURRENT SITUATION	FEDERAL \$\$ TO BE LEVERAGED	# OF CHILDREN TO BE FED
Nationally, ninety-three percent of Summer Food Service Program sites provide educational, developmental, and/or recreational activities in addition to nutritious meals and snacks; but in 2007 only 17% of Florida's school children from low-income families participated in a federal summer nutrition program.	\$53 MILLION	1 MILLION

B) BENCHMARKS FOR CHANGE		
a. Increase child participation in summer food sites in Orange and Osceola counties over two years by 10% over two years.		
b. Increase federal funding for the summer food program in Orange and Osceola counties by 6% over two years.		
C) POLICY RECOMMENDATIONS		
INCREASE FEDERAL SUMMER FOOD PROGRAM REIMBURSEMENT RATES TO ADEQUATELY COVER THE COSTS OF ADMINISTERING LOCAL PROGRAMS AND PROVIDING NUTRITIOUS MEALS AND SNACKS.		
D) ACTION STEPS	2009	2010
7.1 Develop and market a web-based, searchable database where parents can find information about the summer nutrition sites nearest them.		
a. Assist Florida Department of Education to model a combination of Oregon's and Texas' searchable summer food database. Start with a mentoring conference call of those who did/will develop the database in the three states. Identify and address challenges to setting one up in Florida.	<i>COMPLETED</i>	
b. Work closely with DOE to keep the database updated and user-friendly for Florida parents. Identify funding needed to develop database's design appeal.	✓	
c. Working with the Orlando Magic, secure players to appear in television and radio Public Service Announcement advertising the summer nutrition programs in the Greater Orlando-area market (including Orange, Osceola, and Polk counties) and featuring the web address for the searchable database and a toll-free number for families without internet access.	✓	
d. Secure funding for paid air time in targeted markets throughout the summer.	✓	
e. Secure paid air time and evaluate trends in summer nutrition participation within the market area and during the times the ad runs; also collect data from website hits and 800 number calls.	✓	
f. Working with Holland & Knight, the Florida United Methodist Church, and the Florida African Methodist Episcopal Church, develop marketing material and a distribution plan that strategically targets areas in Orange, Osceola, and Polk counties	✓	
g. Secure and train 800 number telephone staff at Florida Impact to receive calls when ads run.	✓	
7.2 Encourage large summer food sponsors to serve sites throughout the community and recruit new sites to participate through old and new sponsors.		
a. Identify low-income neighborhoods that are under-served by summer nutrition programs in Hillsborough and/or Pinellas counties.	✓	
b. Identify and approach prospective site hosts in these under-served neighborhoods and the area sponsor about adding a summer nutrition site(s).	✓	
c. Provide technical assistance to new site hosts (and new sponsors) to ensure all training and	✓	

filing deadlines are met and federal regulations are followed throughout the summer.		
7.3 Assist Summer Food sites in rural communities to implement transportation strategies.		
a. Identify rural communities within Polk and Palm Beach counties where summer nutrition participation represents a very low percentage of free and reduced-price meal eligibility.	✓	
b. Meet with local leaders about available transportation resources and the costs to run these for summer nutrition programs. Identify prospective partners where funds can be raised to provide summer transportation to the children.	✓	
c. Approach and secure transportation funding and partners.	✓	
E) STRATEGIC PARTNERS		
Louvenia Sailor (AME Church), Lynnette Fields, Pam Cahoon, and Melinda Trotti (UMC), Lisa Early (City of Orlando), Lora Gilbert (Orange County Schools), Arnold Jean-Baptiste (Broward County Children's Services Council), Gray Miller and Kathryn Girard (Pinellas County School District), Jean Palmore (Osceola County School District), Angela Ruth (Holland & Knight Charities), Marcia Smith (Polk County School District).		

**POINT 8:
ENSURE ACCESS TO BALANCED DIETS FOR ALL PREGNANT WOMEN AND PRESCHOOL CHILDREN**

A) CURRENT SITUATION		
[Show here the number and percentage of child care providers in the target counties' low-income communities that do not use the federal Child Care Food Program.] Alternate language re: WIC: According to the 2002 Institute of Medicine (IOM) report, Dietary Risk Assessment in the WIC Program, evidence exists to conclude that nearly all low-income women in the childbearing years and children ages 2 to 5 years are at dietary risk.		
B) BENCHMARKS FOR CHANGE		
<ul style="list-style-type: none"> • THE NUMBER OF FEDERAL CHILD CARE FOOD MEALS SERVED IN THE EIGHT TARGET COUNTIES WILL INCREASE BY 6% BY 2010. • THE NUMBER OF PRENATAL WOMEN ENTERING WIC IN THEIR FIRST TRIMESTER WILL INCREASE BY 5% BY 2010 IN AT LEAST FOUR OF THE EIGHT TARGET COUNTIES. 		
C) POLICY RECOMMENDATIONS		
<ul style="list-style-type: none"> • ALLOW STATES THE OPTION TO EXTEND THE WIC CERTIFICATION PERIOD FOR CHILDREN FROM 6 MONTHS TO ONE YEAR. • TO DERIVE FULL VALUE OF THE NEW WIC FOOD PACKAGE BY MAXIMIZING STATE OPTIONS TO MEET CLIENTS' NEEDS. 		
D) ACTION STEPS	2009	2010
8.1 Work with state administrators of the WIC Program to inform community leaders about the new WIC Food Package implementation.		

a. Identify representatives of the organizations working to improve the health and well-being of the families served by WIC in the eight target counties, including anti-hunger advocates, food bankers and other emergency food providers, food policy councils, immigrant groups, grocery stores, farmers' markets, and state nutrition and health associations.	✓	
b. Engage the community to refer potentially eligible clients to WIC, especially prenatal women in the first trimester.	✓	✓
c. Involve community partners in the promotion of the new WIC food package and the related nutrition messages.	✓	✓
d. Identify and address challenges of offering all federal options in the new WIC food package that will meet clients' needs.	✓	✓
8.2 Work with state administrators of the Child Care Food Program to target and extend outreach to child care centers in low-income neighborhoods of the eight target counties where child care food is underutilized.		
a. Secure list from DCF of licensed child care providers in eight target counties.	✓	
b. Identify which of these are utilizing the federal Child Care Food Program.	✓	
c. Working with FRAC's GIS (geographic information system) software, map these child care centers to determine where the Child Care Food Program is under-utilized in the low-income neighborhoods of the eight target counties.	✓	
d. Develop and implement outreach plan, using existing CCFP materials.	✓	✓
e. Broker training and technical assistance to new providers.	✓	✓
8.3 Allow states the option to extend the WIC certification period for children from 6 months to one year.		
a. Identify Florida congressional delegates that sit on key committees through which the Child Nutrition Act's Reauthorization legislation (including WIC) must pass. Secure a lead Florida congressional delegate in the Senate and the House to push for state's option to extend the WIC certification period for children to one year. Provide data and community leaders to these delegates and their staff to help them make their arguments.	✓	
b. Convene collective phone conference calls for targeted congressional delegates' staff and county WIC nutrition directors within their congressional district to provide information about the local need for WIC services.	✓	
c. Arrange visits to WIC sites for the congressional representative (and staff) when s/he is in the District. Include local partnership leaders and media at these events.	✓	
E) STRATEGIC PARTNERS		
Impact Board Member: Doris Reeves Lipscomb. Jose Rodriguez, Florida Academy of Family Physicians; Phil Reeves, Department of Health; Mary Anne Patterson, Florida WIC; Geri Henchy with FRAC; and Carole Strange, Florida Department of Agriculture and Consumer Services.		

**POINT 9:
ENSURE ACCESS TO NUTRITIOUS FOOD THROUGH SHELTERS AND FOOD PANTRIES**

A) CURRENT SITUATION		
[NUMBERS SPECIFIC TO FLORIDA NOT AVAILABLE TILL END OF 2008]. IN 2006, 3.3% OF ALL U.S. HOUSEHOLDS (NEARLY 4 MILLION) ACCESSED EMERGENCY FOOD FROM A FOOD PANTRY ONE OR MORE TIMES. AMONG MEMBERS OF THE AMERICA'S FEEDING AMERICA NETWORK, 65% OF PANTRIES, 61% OF KITCHENS, AND 52% OF SHELTERS REPORTED THAT THERE HAS BEEN AN INCREASE SINCE 2001 IN THE NUMBER OF CLIENTS WHO COME TO THEIR EMERGENCY FOOD PROGRAM SITES.		
B) BENCHMARKS FOR CHANGE		
A SECOND FOOD BANK IN FLORIDA WILL BE ADDED TO THE FLORIDA DEPARTMENT OF CHILDREN AND FAMILIES' (DCF) FOOD STAMP OUTREACH PLAN MATCH ALONG WITH THE SECOND HARVEST FOOD BANK OF CENTRAL FLORIDA AND REPLICATING ITS STRATEGIES FOR SIGNING UP ELIGIBLE INDIVIDUALS FOR FOOD STAMP BENEFITS.		
C) POLICY RECOMMENDATIONS		
SECURE A BOOST FOR FOOD STAMPS AND THE EMERGENCY FOOD ASSISTANCE PROGRAM'S (TEFAP) USDA COMMODITY PURCHASES VIA AN ECONOMIC STIMULUS PLAN.		
D) ACTION STEPS	2009	2010
9.1 Apply the Second Harvest Food Bank of Central Florida's food stamp outreach strategies in a second Florida food bank.		
a. Starting with the Daily Bread Food Bank in Miami, secure a commitment from another Florida food bank to replicate the strategies of the central Florida food bank for signing up eligible individuals for food stamp benefits.	✓	
b. Secure appropriate matching funds for the second food bank to use for a USDA match through the Florida DCF.	✓	
c. Discuss with Florida DCF the inclusion of the second food bank in the state's Food Stamp Outreach Plan.	✓	
d. Broker all technical assistance meetings needed for the second food bank to establish its operation.	✓	
e. Collect and share detailed records from both food banks for the purpose of continued replication by other food banks in the Feeding American network--both in Florida and nationally.		✓
9.2 Work with congressional delegates and staff to include secure a boost for TEFAP's USDA commodity purchases in an economic stimulus package.		
a. Identify Florida congressional delegates that sit on key committees through which this legislation/appropriation must pass.	✓	

b. Convene collective phone conference calls for targeted congressional delegates' staff and food bank board members and staff within their congressional district to provide information about the local need and successful programs.	✓	
c. Arrange food bank snack site visits for the congressional representative when s/he is in the District. Include local Partnership leaders at these events.	✓	
d. Work with the FRAC to secure lead Congressperson and Senator from Florida for TEFAP. Provide data to these leaders and their staff to help make their arguments.	✓	
e. Work with local media to cover the progress of this effort and the need for increased TEFAP commodity purchases.	✓	
E) STRATEGIC PARTNERS		
Doris Reeves Lipscomb (Florida Impact board), Hawley Botchford (Florida Association of Food Banks), Cheryl Phoenix (Second Harvest Food Bank of the Big Bend), Judith Gatti (Daily Bread Food Bank), Dave Krepcho (Second Harvest Food Bank of Central Florida), and Dave Reaney (Bay Area Food Bank).		

**POINT 10:
PROVIDE COMPREHENSIVE PUBLIC EDUCATION ABOUT AVAILABLE ASSISTANCE**

A) CURRENT SITUATION		
HUNDREDS OF MILLIONS IN FEDERAL DOLLARS INTENDED FOR FLORIDA'S LOW-INCOME RESIDENTS NEVER CROSS THE STATE LINE EACH YEAR. OFTEN ALL THAT IS NEEDED TO DIRECT MORE OF THOSE RESOURCES INTO OUR COMMUNITIES AND TO THOSE FOR WHOM THEY WERE INTENDED IS GREATER AWARENESS THAT THEY EXIST.		
B) BENCHMARKS FOR CHANGE		
a. A link advertising this resource will be placed on the websites and via other strategic communications vehicles of the United Methodist, AME Episcopal, Union of Reform Judaism, Lutheran Church—Missouri Synod, Evangelical Lutheran Church in America, and Presbyterian religious denominations and organizations.		
b. A link advertising this resource will be placed on the websites and via other strategic communications vehicles of the human service agencies of the eight county governments and the major cities within those, including county health departments.		
C) POLICY RECOMMENDATIONS		
NOT APPLICABLE.		
D) ACTION STEPS		
	2009	2010
10.1 Starting with the Florida Impact's web-based Resources for Families site, refine and maintain a comprehensive, one-stop resource featuring information and online applications (when available) for all federal food and nutrition programs and EITC as well as a searchable database for local emergency food providers.		
a. Hire a professional concern to redesign the Resources for Families page look and make it	✓	

more user friendly.		
b. Develop a separate portal for this site with an easy-to-remember web address.	✓	
10.2 Develop and implement an aggressive marketing plan for this on-line resource, targeting leaders of religious congregations, physicians serving low-income clients, Florida policymakers, and state media.		
a. Survey all religious partners' websites and communications vehicles.	✓	
b. Print business cards that advertise the web address with card holders to be provided to county health departments.	✓	
c. Set up individual meetings with the appropriate staff within each religious denomination or grouping to assess the most strategic method for publicizing the website. Provide an on-site demonstration of this resource.	✓	
d. Set up individual meetings with the appropriate staff within each of the eight counties' health departments to assess the most strategic method for publicizing the website. Provide an on-site demonstration of this resource.	✓	
e. Set up and maintain detailed records on times and methods of advertising and number of hits to the site from each county (include the capacity for identifying the referral source and county of each inquiry).	✓	
f. Prepare evaluative report of results for use in replicating to other Florida counties.		✓
E) STRATEGIC PARTNERS		
Clarke Campbell-Evans, Florida Impact Board/United Methodist Church-Florida Conference, Bud Brewer (MPB Communications-Orlando), Jose Rodriguez (Florida Academy of Family Physicians), Louvenia Sailor, (AME Church), Ted Granger (United Way of Florida), Angela Ruth (Holland & Knight), Evan Goldman (Broward County Children's Services Council), Brent Hursey-McLaughlin (South Florida Urban Ministries), and Bernie Friedman (Becker & Poliakoff, PA).		