



Who We Are

The San Diego County Summer Lunch Task Force is a collaborative of over 25 public and private agencies actively creating innovative partnerships to increase participation in the Summer Food Service Program and develop new summer meal sites.

San Diego County Summer Lunch Task Force

OVERVIEW

The Task Force is the first of its kind in California, working across public and private sectors to overcome the challenges of Summer Lunch Program participation.

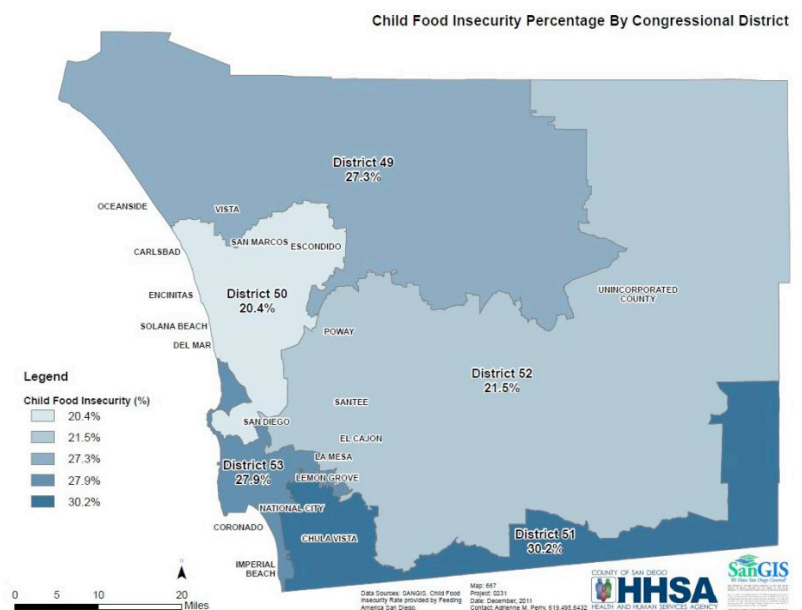
CHALLENGE

In San Diego County, 164,048 children are eligible for the Summer Food Service Program (SFSP). Alarmingly though, only 31% of these children participate in the Program. That means that 113,193 children in San Diego County are going hungry during the summer; the equivalent to San Diego's PETCO Park Baseball Stadium being filled to capacity with children nearly two and a half times.

Barriers to summer meal participation are a consequence of:

- lack of awareness about the program
- low engagement at existing sites
- too few sites to support the need
- lack of funding for outreach
- closure of many summer lunch sites due to loss of funding for summer schools in the County

Lack of healthy food and limited physical activity are serious threats to children's health and overall academic performance in school. In San Diego County, 1 in 4 kids are food insecure and overweight, which equates to nearly 160,000 children. The picture above depicts the degree of child food insecurity throughout the County. This matter only worsens during the summer months when children are twice as likely to gain weight.



SOLUTION

The San Diego County Summer Lunch Task Force is working not only to increase involvement in Summer Food Programs, but to recruit and train new meal sites, develop a countywide media and communications strategy, launch a comprehensive online meal site locator, and provide sites with improved programming resources to combat childhood hunger and obesity.

Feeding America San Diego, the Network for a Healthy California and San Diego Hunger Coalition facilitated the development of the Task Force, which has partnered with the County of San Diego – Health and Human

Services Agency, local business owners, chefs, elected officials, media representatives, faith-based leaders, school districts staff and beyond.

The Task Force's goals are to:

- develop a central hub for listings of all existing SFSP sites countywide
- create an outreach plan with community partners that utilizes the media to promote SFSP
- increase participation in summer lunches at existing SDSP sites
- engage policymakers in long term solutions to hunger and obesity
- support and train new sites

During the summer months, there will be a specific focus, starting with community awareness and participation, then building a sharing forum, and finally training new sites that support the Summer Food Service Program.

BUDGET

The Task Force operates solely on a volunteer-basis consisting of representatives from organizations with commitment to end childhood hunger and obesity. Thus far the Task Force has leveraged partnerships and received generous donations to support its efforts at no cost.

ONGOING RESULTS

- Launch of the Summer Meal Site Locator on 211 San Diego: www.211sandiego.org/summerlunch
- Development of a Media and Communications Plan for countywide implementation
- Standardized branding for all Summer Meal Sites throughout San Diego County
- Countywide wellness guidelines for the summer lunch program which promotes nutrition education, physical activity and healthy meals
- Partnership with the Girl Scouts to coordinate volunteers to increase the staff at summer meal sites and to provide free programming and physical activities.
- Champion policymakers creating awareness and increasing participation in the program
- Summer sharing forum, which will bring together elected officials and key stakeholders to develop a strategic plan for increasing Summer Lunch Program participation and potential policy changes that can support this effort
- Local celebrity "Champions", such as major league baseball players, chefs, farmers, policymakers, Olympic athletes, and major retailers
- Forums to educate and recruit new summer meal sites, including the development of a faith-based summer lunch working group to engage African-American and Latino churches in this effort
- Strong partnerships with English- and Spanish-language broadcast and print media to promote the Program

PROGRAM CONTACTS

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