

# EVALUATION OF THE MADISON METROPOLITAN SCHOOL DISTRICT SUMMER FOOD PROGRAM AND REAP FOOD GROUP IMPROVEMENT EFFORTS

*Report Summary January 2018*

## **Introduction**

REAP Food Group has partnered with the Wisconsin Evaluation Collaborative (WEC) at the University of Wisconsin-Madison to conduct a needs assessment and comprehensive evaluation of the Madison Metropolitan School District (MMSD) Summer Food Service Program (SFSP) and recent improvement efforts. This summary of the evaluation is meant to help identify reasons the SFSP is underutilized, challenges community participants may be experiencing that contribute to low participation rates in the SFSP, and to explore the effectiveness of REAP's communication and program strategies.

## **Background of MMSD-REAP Summer Food Program Partnership**

During the summer months, students living in low-income settings may not have consistent access to free healthy meals in the same way they do when in school.<sup>1</sup> Therefore, the United States Department of Agriculture (USDA) Summer Food Service Program (SFSP) provides free meals nationally to children under the age of 18. In Wisconsin, the SFSP is administered by the Department of Public Instruction. In Madison, *MMSD is the main sponsor of the SFSP*, providing free meals and program oversight at nearly 50 sites across the Madison area.

*REAP Food Group* is a non-profit organization in Madison, WI, that works to build and sustain a local food system, supports small family farms and locally-owned businesses, promotes sustainable agriculture practices, and provides access to fresh, healthy, food for the entire community. REAP's Farm to School Program brings local food and education to MMSD. In 2016, REAP Farm to School received a two-year \$50,000 grant from Wisconsin Partnership Program to implement a suite of expansion and outreach efforts to increase participation in the MMSD SFSP city-wide, and in 2017 led programming at two of the MMSD SFSP sites (Southdale Park and Elver Park).

## **Needs Assessment: Findings on Communication and Community Awareness of SFSP**

WEC assisted REAP in conducting a needs assessment in the Winter and Spring of 2017 in order to inform and improve strategies for a communications campaign and for programming at Southdale and Elver Park sites in Summer of 2017.

The needs assessment survey was designed to learn more about the needs of community around the Summer Food Service Program. REAP and WEC collected 100 survey responses from adult respondents of children 18 or younger. Surveys were distributed at community centers and food pantry sites in the Madison area. Questions ranged from "how do you want to hear about the MMSD Summer Food Program" to asking respondents if they know who to contact for more information. The survey gauged interest in receiving free meals at different times of the day (breakfast, lunch, dinner, snack). Participants were asked about their working situations to learn if they were available to take children to the program or if they had a caretaker who could do so. To determine if children were participating in other community programs, the survey asked about summer school and camps. Participants were asked how easy it was to access the SFSP

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<sup>1</sup> American Academy of Pediatrics Food Research and Action Center. (2017). *Addressing Food Insecurity: A Toolkit for Pediatricians*. Washington, D.C. Retrieved from: <http://www.frac.org/wp-content/uploads/frac-aap-toolkit.pdf>

sites in their communities, how many times the children in their care previously attended the program in 2016, why they may not have attended, and the type of location they preferred for the programming. (Please see Appendix D for the full Needs Assessments Survey).

In order to participate in the SFSP, the target population must know about the program and its parameters. Findings from the survey suggest that community knowledge regarding the program is low, and improved promotion of the program to the target population in a timely manner is needed. Almost half (44%) of respondents had no familiarity with the program while more than half (57%) reported that they did not receive the information in time to plan for the summer. Also, 56% of respondents did not know whom to contact for more information about the Summer Food Program while 60% reported that they did not know where SFSP sites were located in their neighborhood. Only 48% of respondents were aware that no identification was required to participate in the program.

Patterns in the data suggest that there is a need for the SFSP in this community. The majority of respondents reported being interested in free breakfast, lunch and dinner summer programs. The most significant issue that we found is lack of awareness that the program exists. However, there are also issues of accessibility/transportation that need to be overcome or addressed for full participation from the target population.

- More than 8 out of 10 respondents (83%) reported that their child did not participate in the Summer Food Program in 2016 while 7 out of 10 (71%) also reported that their child did not receive meals elsewhere such as summer camp, summer school or another community program.
- Of those respondents that self-reported that their child participated in the program (N=16), 63% participated one to five times during summer 2016.
- Of the three options, the summer lunch program was of greatest interest with 62.4% of respondents reporting some interest. Of those interested, 60% reported they were interested in the program “a lot.”
- Also, 61.3% of respondents reported some interest in the breakfast program and of those that were interested 58% reported that they were interested “a lot” in a breakfast program.
- Additionally, 58% of respondents reported some interest in the dinner program and of those that were interested 59% reported that they were interested “a lot” in a dinner program.
- Of the multiple reasons they could choose from, almost half (45.2%) of respondents reported that their work schedule prevents them from getting their children to a SFSP location while two-thirds (67%) report that they do not have a caregiver that could take the kids to the program.
- Of the multiple reasons they could choose from, almost half (49%) of respondents reported that they did not know about the program as a reason for their child not attending while 29% reported that their child received meals elsewhere.
- Of the multiple reasons they could choose from, almost two-thirds (66%) of respondents reported that they did not know if there was a Summer Food Program location that was easy to get to in their neighborhood while 7% reported that the location was not easy to get to and only 28% reported that the location was easy to get to in their neighborhood.

- When asked about the type of location where respondents would most likely take their children to eat free summer meals, the results were mixed with top choices being:
  - 23% preferred a community center or library.
  - 19% preferred a school.
  - 16% preferred a park.
  - 5% preferred a church.
  - (The remaining percent did not respond).

Advertising can play a key role in providing information about the program to families/children. Only 19% of respondents reported that they preferred to hear about the program via websites and/or social media. The majority of participants (82%) reported that they preferred to hear about the MMSD Summer Food Program through posters, flyers and signs in their neighborhood.

As part of the needs assessment, WEC also contacted and spoke with a diverse group of stakeholders throughout the city who had experience working with children/families. WEC spoke with people who worked in the K12 schools, community centers, advisory committees, like the local Latino Health Council, neighborhood centers, food pantries, and other human services organizations. These program staffers were familiar with SFSP programming. In total, 12 human services organizations in the local area were contacted. Through in-person conversations and informational interviews over the telephone, respondents shared valuable data about the target population. For instance, a physician and member of the Latino Health Council, shared specific information on the ways that people from the local Latino community prefer their messaging. She also emphasized that not requiring documentation in order to participate in the program was a critical matter key for Latinos. Interviews also provided information on past programming initiatives, including on how to make healthy foods available and food pantry usage by families.

There were limitations to the needs assessment. The survey conducted was a convenience sample. That is, it was a nonprobability sample of people that REAP and WEC could access easily, by reaching out to food pantry and community centers through existing connections in the community. In future needs assessment, a random survey is preferable as it would more likely represent the target population and eliminates bias.

#### **Needs Assessment: *Resulting Revisions to Communications and Activities at SFSP Sites***

The needs assessment evaluation, detailed above, directly informed both the communication and programmatic strategies in 2017:

*Communication and messaging:* Given the lack of community knowledge about the SFSP, as demonstrated by the needs assessment, REAP carried out a communication plan aimed to reach as many eligible students and their families as possible to increase awareness about the SFSP sites in the Madison area. Communications (in English and Spanish languages) included:

- Yard signs posted across the city in target and highly visible areas.
- Neighborhood posters with tear-off notepads.
- Backpack flyers to MMSD schools (2 distributions: May and June).
- General SFSP flyers for city-wide use.
- Large banners at all MMSD SFSP summer school sites.

- Bus advertisements in 50 city buses.
- MMSD staff and family newsletters, district-wide communications.
- REAP and MMSD social media and website communications.
- Community/neighborhood publications, TV and traditional media.
- A Summer Food Program Kickoff Event was hosted to raise awareness on the first day of the 2017 SFSP with city leaders in attendance, local media, the REAP food truck, SFSP meals, and engagement activities.

(Please see Appendix C for detailed examples of communications and messaging).

*Local produce served at all MMSD SFSP sites:* REAP Farm to School Program coordinated the integration of locally-grown produce into the summer meals, as it has done since 2014, working directly with MMSD Food and Nutrition Services to do so. The local fruits and vegetables increased freshness and appeal of the meals, increased opportunities for education, and supported regional farmers.

*Programming at the site level: Elver and Southdale Parks*

- REAP operated two of the near-50 MMSD SFSP sites in 2017: Elver and Southdale Parks. These sites were selected by REAP on account of high-levels of need in the neighborhoods, as identified by the City of Madison Food Access Improvement Map, census tract data, the USDA Capacity Builder tool, and conversations with community leaders and stakeholders. Parks near to neighborhoods/existing communities were prioritized to increase convenience and accessibility for families.
- In addition to the city-wide communications (described above), specific communications (yard signs, posters, banners, flyers, neighborhood canvassing) were carried out in the Southdale and Elver neighborhoods.
- Unique to the two REAP-operated sites, the daily programming at Elver and Southdale sites would follow the *routine* outlined below where REAP staff, interns and/or AmeriCorps members would:
  - Pick up the meals that were prepared by MMSD Food and Nutrition Department, using REAP's food truck.
  - Arrive at the park locations, setting up signage, meals and milk for distribution, and educational activities, which interns designed and prepared in advance.
  - As students and their families arrived to receive the prepared meals, interns and staff served while also collecting data about the number of meals distributed.
  - While eating, REAP staff would let families know about the activities for the day, engage families in the education activities, and encourage children to try healthy produce items.
- Free adult meals were provided at REAP's two sites as an additional tactic to increase participation. The free adult meals were made possible due to sponsorship from the City of Madison.
- Prizes were offered as *incentives* to the students for participation at REAP sites. For example, students earned stickers for trying fruits and vegetables and for successful completion of engagement games engagement, which then entered them into a drawing for prizes.
- Mid- and end-of-summer "parties" were offered to encourage excitement, participation and community involvement. REAP interns prepared games, face painting, healthy treats, and prizes for the children.

## **Formative Program Evaluation of SFSP: *Evaluation Design***

The purpose of the process evaluation is to provide systematic inquiry into the implementation and outcomes of the REAP intervention strategies with MMSD SFSP, to determine if it is meeting community needs.<sup>2</sup> (Please see Appendix D for a more detailed description of the evaluation design). As described in the previous section, REAP began with a needs assessment of prospective families, which directly informed outreach and programming decisions for the Summer of 2017. Then, a subsequent program evaluation focused on a number of *key questions* about implementation and process at the two REAP sites (Southdale and Elver):

1. How do the core offerings of the program at the REAP sites meet with the needs of community participants?
2. How does the programming at REAP sites interact with systems the participants say are important to them?
3. What can we learn about the lived experience of participants that we didn't know that will help us improve our programming?

And a fourth question focused on the outcomes of the program:

4. Did REAP's improvement efforts meet the three, key outcome goals:
  - a. Food access for children in Madison is increased via the SFSP.
  - b. Children in Madison are exposed to locally-grown, nutritious, fresh fruits and vegetables via the SFSP.
  - c. Families are aware of the SFSP and sites are accessible.

In general, the evaluation used *mixed methods* in addressing these questions, drawing data from:

- Surveys, focus groups, and interviews with both participating and prospective families.
- Interviews with REAP interns and staff, and community center coordinators.
- MMSD site participation records.

## **Formative Program Evaluation of SFSP: *Findings***

REAP made strategic decisions for Summer 2017 based on the needs assessment evaluation. The evaluation of the implementation and outcomes of the REAP communications strategies and the programming at the two REAP sites found the following:

### *Program participation at REAP sites:*

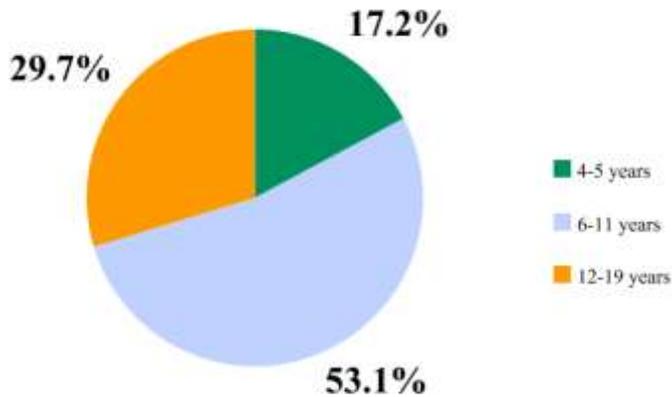
The combined number of lunches served at the two community sites this study evaluated was 1,574:

- Elver Park served a total of 816 lunches (617 child lunches and 199 adult lunches).
- Southdale Park served a total of 758 (665 child lunches and 93 adult lunches).
- Please see Appendix E for a more detailed description of the participation data.
- Please see Appendix F for a more detailed description of demographic data.

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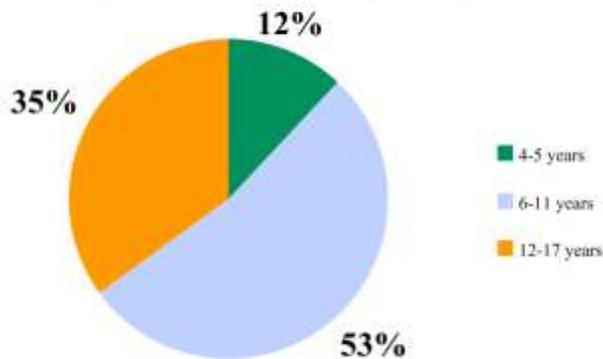
<sup>2</sup> It is important to note that there is a lack of evaluation done on the SFSP nationally.

Ages of children who participated



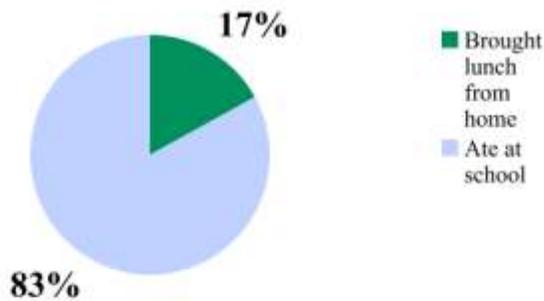
Child pre-survey data collected from both sites

Ages of children who participated



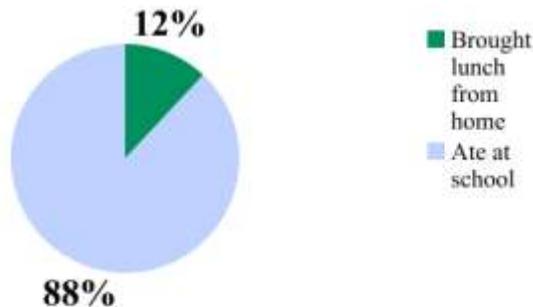
Child post-survey data collected from both sites

When asked, "During the school year, do you usually eat school lunch or bring lunch from home"



Child pre-survey data collected from both sites

When asked, "During the school year, do you usually eat school lunch or bring lunch from home"



Child post-survey data collected from both sites

#### *Perceptions of REAP program process and outcomes*

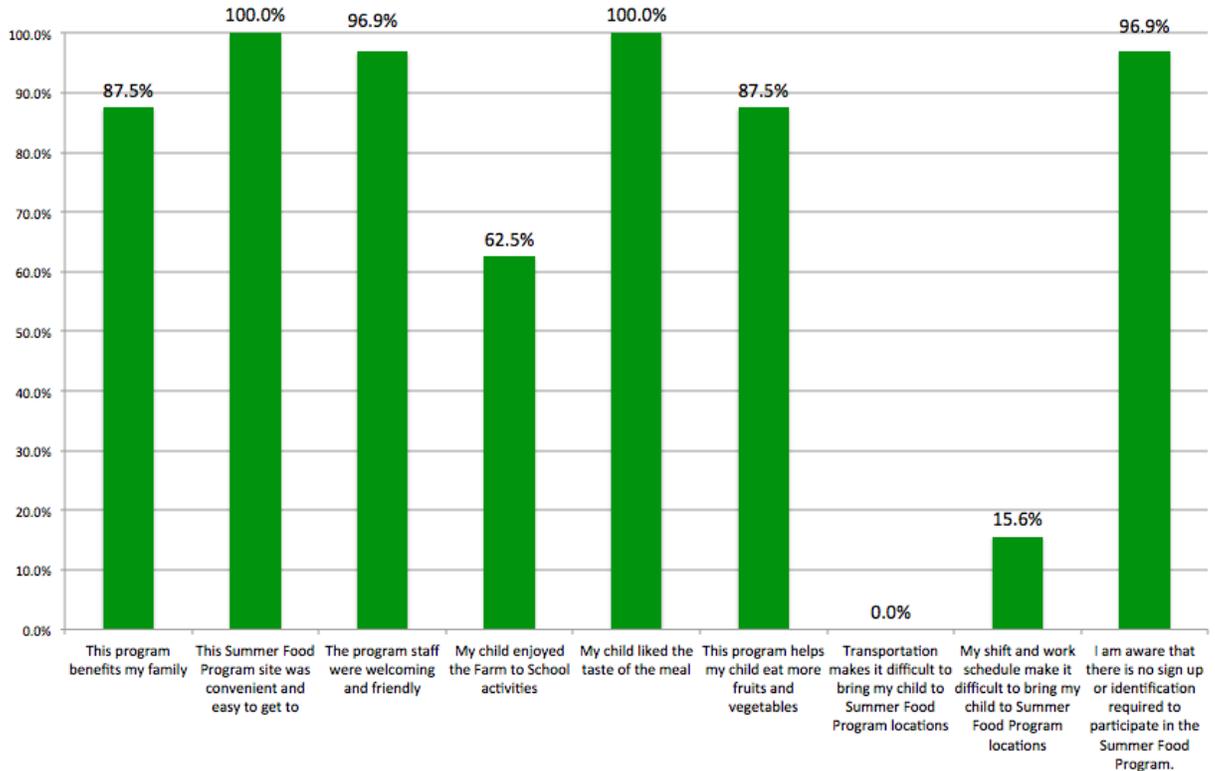
The variety of data collection methods used here include surveys, interviews, and focus groups. Surveys were distributed to eligible students and family members. We used both pre-survey and post-survey in order to measure the difference caused by the intervention. One-on-one semi-structured interviews allowed researchers to probe or ask follow up questions about the programming. Focus groups were useful in learning more detailed information about personal and group feelings, perceptions, and opinions.

(Please see Appendix A for a more detailed description of the process and outcome evaluations).

Of 28 caregivers (e.g. parent, grandparent, etc.) who completed the post-survey at Elver and Southdale Parks:

- 100% reported overall positive benefits of the SFSP program at REAP sites.
- 90% responded that the food was good (54%) or excellent (36%).
- 83% responded that the REAP activities were good (54%) or excellent (29%).
- 82% reported that children learned about fruits and vegetables in the educational activities provided.
- 72% reported that their child eats more fruits and vegetables on days they attend the SFSP REAP sites.
- 75% reported that the free adult meal made them more likely to attend.
- 45% believed posters and yard signs were the most effective ways to communicate program offerings.
- 92.9% expressed a preference for a park as their location.
- 89.3% responded that they plan on bringing their child back next year.

Fig. 1 Percentage of adult respondents who responded *somewhat* or *a lot* (Questions listed on the X-axis).



Of adults surveyed, 72% reported that children are eating more fruits and vegetables. They also reported that the program has positive benefits (100%) and that they felt welcomed (100%). In open-ended results, they also responded that they liked the program, thought the activities were fun, were impressed by the food, and appreciated the opportunity to engage in community activities.

Of 51 youth who completed the post survey:

- 76% reported the food was very good or good.
- 69% reported they enjoyed the activities.
- 67% reported they like to eat vegetables “a lot” or “somewhat” (as compared to 55% on the pre-survey).
- 29% reported they like to eat vegetables “just a little” or “not at all” (as compared to 45% on the pre-survey).
- 94% reported they like to eat fruit “a lot” or “somewhat”.
- 88% reported that they usually eat school lunch during the academic year.
- 82% reported that they like eating outside.

Focus groups and one on one interviews were conducted at both park sites and at two local community centers. Family members of eligible school children were interviewed in focus groups and individually. The focus groups and individual interviews with participating families included reflections on communication, location, food, and programming. For example, adult caregivers at the Southdale and Elver Park sites reflected on the importance of engaging students with educational activities in the summer. One said, “There is a lot of down time in summer. It is good to keep up education in summer through something else when not in school.” However, some family members thought that the educational activities didn’t always match the age group of their children. One mother voiced that her “4-year-old was too young for most activities.”

The results presented in this evaluation indicate that REAP Food Group efforts have led to positive gains in the number of students enrolled in the SFSP. It also shows that REAP has educated children on locally-grown, nutritious, fresh fruit and vegetables via the Summer Food Service Program. Survey evaluation data shows that families are aware of the SFSP and that they sites are accessible.

## **Recommendations**

### *Programming:*

- Continue to explore a variety of programming outreach methods.
- Share data with stakeholders about health trends of local children, including demographic information. This can include making additional wellness promotion literature available, opportunities to sign up for additional follow-up from other supporting organizations, and providing opportunities for representatives and professionals from those organizations to visit sites to reach people in their community.
- Continue to offer incentives/prizes for children and focus group participants.
- Continue to offer educational activities (differentiating more for different age groups).
- Include improved localized information on yard signs, website and other communications.
- Include milk alternatives and more culturally relevant meals.
- Continue to offer adult meals and expand that to more sites if possible.
- Expand and add more park sites as recommended by families.
- In regards to outreach, focus on signs/posters/flyers in neighborhoods as participants requested.
- Move up communications timeline to provide information in timely manner that will allow families to adequately plan for the summer.

### *Future evaluation design:*

- Use survey instruments to also examine families' perceptions of basic needs insecurity, as well as community resilience in this park site community context.
- Include questions in surveys, focus groups, and one-on-one interviews about how available food resources are to students and families, how they access that food, and how they ultimately use it. Do they get it from pantries? Do they borrow money to buy it? Do they utilize SNAP?
- Seek feedback on food quality & cultural food diversity at local sites.
- Hold community forums on weekends and evenings to get feedback from families regarding programming. Hosting such events at places where eligible families congregate would improve chances for participation. For example, set up informational tables at after school programs, community centers, farmers markets, and youth sports venues, to name a few.
- Provide incentives for focus group participation.
- Conduct a needs assessment for the second year of the evaluation.
- To limit sampling bias, it is suggested that the program secure a list of all families with eligible children in the K12 schools from which participants can be chosen.
- To improve participation, the program can provide incentives, such as gift card drawings. To ensure a greater number of respondents to the survey, the team should help guide them through the survey, as well as having youth or families as evaluators. Consider paying youth or caregivers to help in data collection and interpretation, which tends to increase participation rates in surveys and focus groups.

- Year two should use the same survey format as that used in year one, so that the evaluation team can observe changes over time. This will allow the evaluation team to see if participants responded in similar ways in year one and two.

It would be helpful to field the survey at other Madison sites in addition to the REAP sites so as to compare findings.

## Appendices

### **Appendix A: Processes and Outcome Evaluations**

#### **Program Processes and Outcomes**

To assess needs in the community, a mixed methods approach was utilized (e.g., qualitative and quantitative methods) including one on one interviews and focus groups with family members, and pre and post surveys with students and family members. While each methodological approach has decidedly distinct strengths, it is the combination of these methods that enriches our understanding of the lived experiences of students and families participating in the SFSP. The data collected from these measures helped us better understand barriers to access, who is being served, and the impact of the programming in the community.

The use of anonymous surveys has been a way to gather more honest and objective descriptions of community needs than people might disclose in a more public exchange. Survey-based instruments were helpful in giving us a glimpse of the phenomena across various settings. However, still wanting to understand more about the lived experiences of students and their families, we integrated the study with qualitative methods.

The depth and detail of the focus groups and semi-structured interviews allowed for key topics to emerge from those conversations with families in the community. The focus groups represented a special opportunity to tap into the attitudes, feelings, beliefs, experiences, and reactions in a way that is not easily accessible by other methods. The individual interviews gave us a sense of people's perceptions and understanding of the program opportunity as seen through their eyes. All of these methods added valuable in-depth data to the study and helped us better understand the lived experience of participants.

Given the central role that children and their family members play in the SFSP programming, it was important for the evaluation to focus on their perspectives and feedback. After all, they were the primary recipients of these programming efforts and know from their proximity how the program intersected with their lives and needs. Correspondingly, they were best qualified to speak to the sorts of barriers and challenges they experienced in trying to access the program's offerings.

To gain insights from a variety of perspectives, we also elected to interview a diverse group of stakeholders who have had first hand SFSP programming experience. Their observations about the program offerings and needs of children and their families enriched the data in important ways. Our team interviewed coordinators at two community centers that have experience offering the SFSP program. One community center currently offers the program while another offered it in the recent past. We also interviewed front line REAP interns who worked at the participating sites over the summer. Given their proximity and regular interaction with the children and families, they had a unique vantage point from which to offer insights.

Results from the evaluation will be used to develop community-informed and evidence-based recommendations for improving SFSP participation in communities across Wisconsin. Another valuable contribution of this evaluation will be to further our understanding of how SFSP can increase participation and reach more children and their families with healthy meals during summer months.

## **Appendix B: Participation, Sampling, Communications, Locations, & Education**

### **Participation**

The larger Madison Metropolitan School District SFSP program served a total of 30,186 total lunches at community sites in 2017. Of those, 29,829 were lunches served to children. The remaining 357 lunches were served to adults. At MMSD summer schools, a total of 68,933 lunches were served. Lunches served to children at summer schools numbered 68,843. Summer schools served 90 lunches to adults.

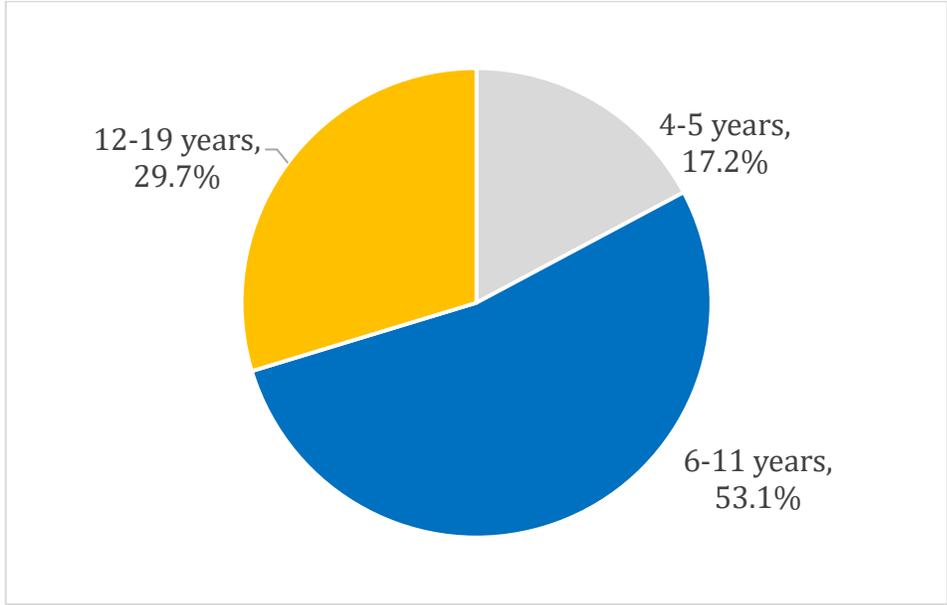
### **Sampling**

The study sampling strategy was largely based on convenience sampling (a nonprobability sampling method). We targeted children and families who were participating in the program at the evaluation sites. Since these were people who were easy to reach they were more likely to be included. It is important to note that there were children and families that did not participate in the programming who might have informed our research. We also employed chain-referral sampling (or chain sampling, referral sampling, or snowball sampling), another nonprobability sampling method, where we asked children and their families to recruit future participants from amongst their contacts.

- The total number of adults who answered the adult pre-survey instrument was 32 (N=32).
- The total number of adults who answered the adult post-survey instrument was 28 (N=28).
- The total number of children who answered the child pre-survey instrument was 64 (N=64).
- The total number of children who answered the child post-survey instrument was 51 (N=51).
- The total number of participants in the Southdale Park site focus group was 2 (N=2).
- The total number of participants in the Elver Park site focus group was 4 (N=4).
- The total number of participants at Bayview Community Center was five adults (N =5).
- The total number of participants at the Bridge Lake Point Waunona Neighborhood Center was five adults (N=5).
- The total number of interviews conducted with previous coordinators of SFSP programs was 2 (N=2).
- The total number of interviews with SFSP frontline staff was 2 (N=2).

### *Child Pre-Survey Results (N=64)*

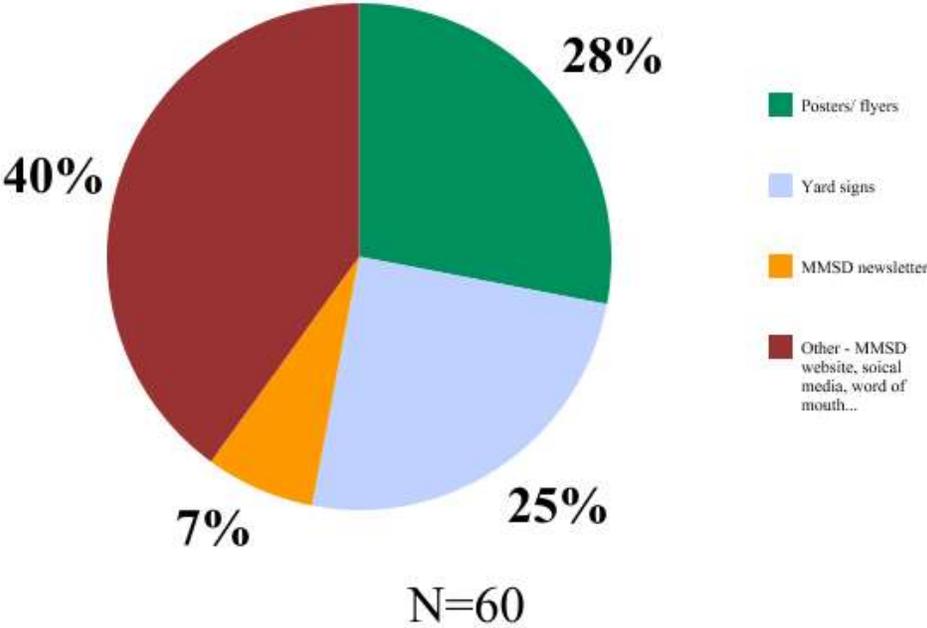
Age: M=9.63 (SD=2.88)



**Communications**

Most adult respondents learned about the SFSP programming through two methods. One-fourth of adult respondents (25%) learned about the programming through yard signs placed in the orbit of community service sites. A little more than one-fourth (28%) of adult respondents learned about the programming through posters. Of the adults surveyed, 53% believed that by far posters and yard signs were the most effective ways to communicate program offerings. Of the other methods of communication, the MMSD website, social media, and word of mouth were less popular. (See graph below).

How did adult respondents hear about the program?



A large number of adult caregivers responded that they intend on returning to the programming next summer. A total of 89.3% responded that they planned on bringing their child back next year.

In focus groups, we asked adults how they heard about the programming. Several mentioned the schools as being the place where they learned about the programming. One mother said, "I've come to the park before and have been to lunches here before last year, and flyers from school." Another said, "Through the school and signs around town." Other messaging locations that were mentioned were located throughout the community. One parent mentioned that they saw the signing at the splash pad and the advertising on the food truck. Another mentioned seeing the signs at the local farmer's market. Mostly, though, adults in the focus groups cited information from the MMSD flyers and signs in the community as sufficient. One parent stated, "Signs are sufficient."

Though most adults responded in the surveys that they learned about the programming through alternate means, a few adults mentioned in focus groups that they had visited the website to gather information about the programming. For instance, one parent said, "I've been online to see the weekly menu, no complaints." Another parent expressed frustrated with the information provided at the website. She said, "I went to the website to find other locations and was directed to another site that said the location was a closed site. The website tells you if the sites are open or closed. Not all sites are open. This information should be more transparent."

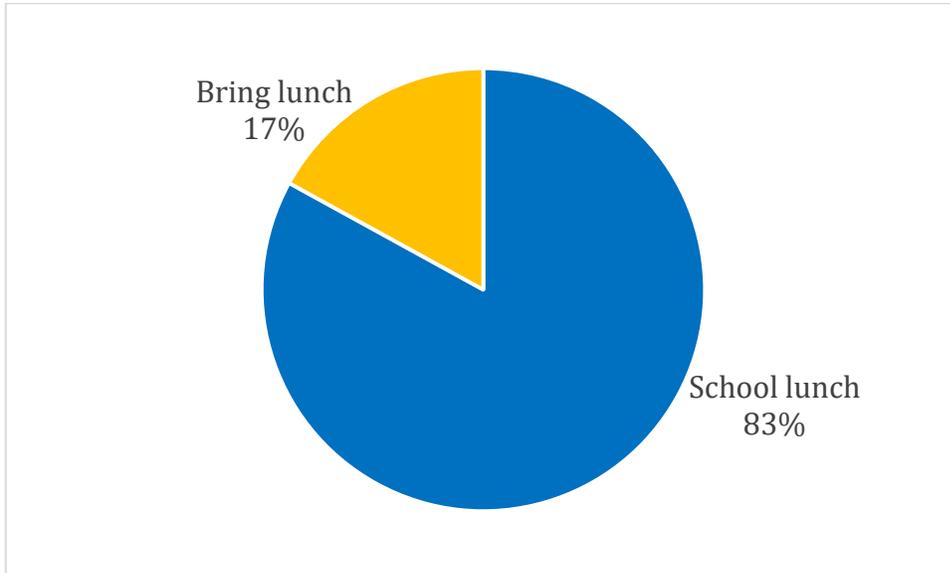
Participants in the focus groups had insightful suggestions to share. A common concern echoed in the focus groups was about the opportunity to place local information on the signs throughout town. Adult respondents mentioned that having times and dates of programming placed on signs at local sites would have been immensely helpful. One adult stated, "The signs are generic, no time or location." "It would be clearer, especially for people who don't come often and are unfamiliar with the site." Another person agreed who agreed with those sentiments said, "I agree, should mark time and location on signs."

### ***Food***

Of the adult respondents surveyed, 90% responded that the food was "good" (54%) or "excellent" (36%). Only 7% responded that they food was "adequate". Though slightly less than two-thirds (61%) of adults responded that they had eaten a meal, three-fourths (75%) responded that they enjoyed the meal they consumed. (Reasons for not consuming an adult meal was evenly distributed between no reasons, not hungry, shared a meal, already ate, and saving for people who need it.)

A total of 76% of children reported the food was "very good" or "good". When asked whether they bring their lunch from home or eat school lunch, 83% responded they eat school lunch. It is important to note that we ask this question as a gauge of poverty, as most students who eat school lunch qualify for free or reduced price school meals. (See figure below).

Do you usually eat school lunch or bring lunch from home? Pre-survey (N=64).



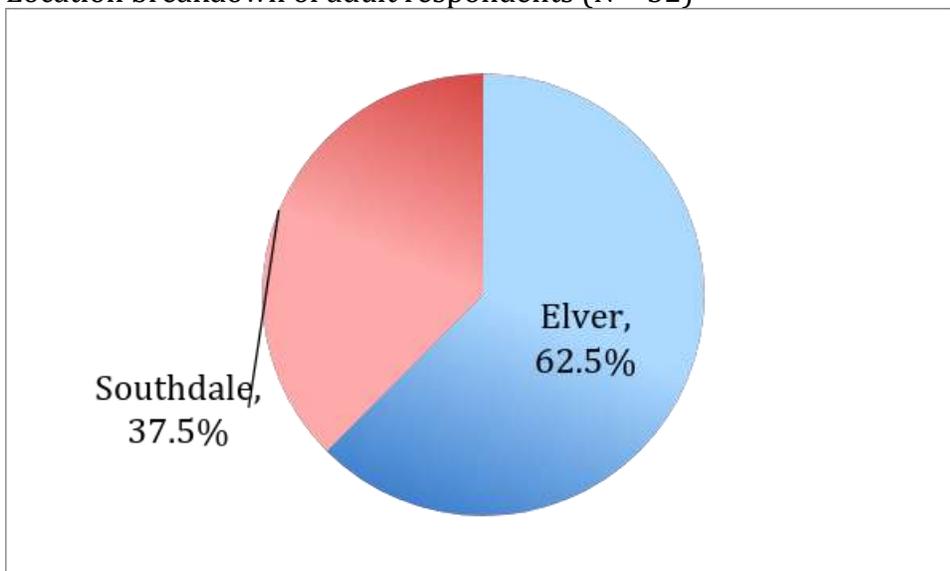
Adults accompanying the children to the two sites we studied reported back on the food. One grandmother said, “The kids like it, one is picky but still eats most of the food, water choice instead of milk would be good.” Another adult reported, “Food is good, son is currently enjoying food.”

Consistently in the focus groups, we heard the call for milk alternatives. One mother said, “A water choice would be good, or reusable cups for water fountain, one of my kids doesn’t drink milk.” When asked about food preferences, one mother said, “Water or juice instead of milk.”

***Location***

The locations (Southdale Park and Elver Park) evaluated were decidedly distinct. One was nestled in the middle of a set of apartments with easy accessibility by foot for most families living in that location. The other, however, was in a park near an open field and across from a very busy street intersection. Most participants at that site mentioned driving to the location.

Location breakdown of adult respondents (N = 32)



By far, adult caretakers expressed a preference for parks as the location to engage with this programming. A total of 92.9% expressed a preference for a park as their location preference. Of the adults surveyed, 54% reported that they visited the site 1-5 times while 21% reported 5-10 times, 11% reported more than 10 times, and 14.3% reported that they had not visited this site before. Of the adult respondents surveyed, 79% reported that they had not visited other sites while 14.3% reported that they visited other sites 1-5 times, and 7% reported that they visited other sites 5-10 times.

Ethnic breakdown of parent respondents (Adult post-survey data collected from both sites):

- 43% African-Americans
- 21% Latinos
- 21% White
- 11% Asian
- 4% Not identified

As one mother said, “Restrooms and access to water are good,” the others participating in the focus group nodded their heads in agreement. However, at the other park location, adults expressed concern about the lack of access to restrooms. One mother said, “There’s no bathroom. We have to go back to the house to use the restroom. Little kids can’t hold it well.”

#### ***Educational Activities Provided by REAP Farm to School Program***

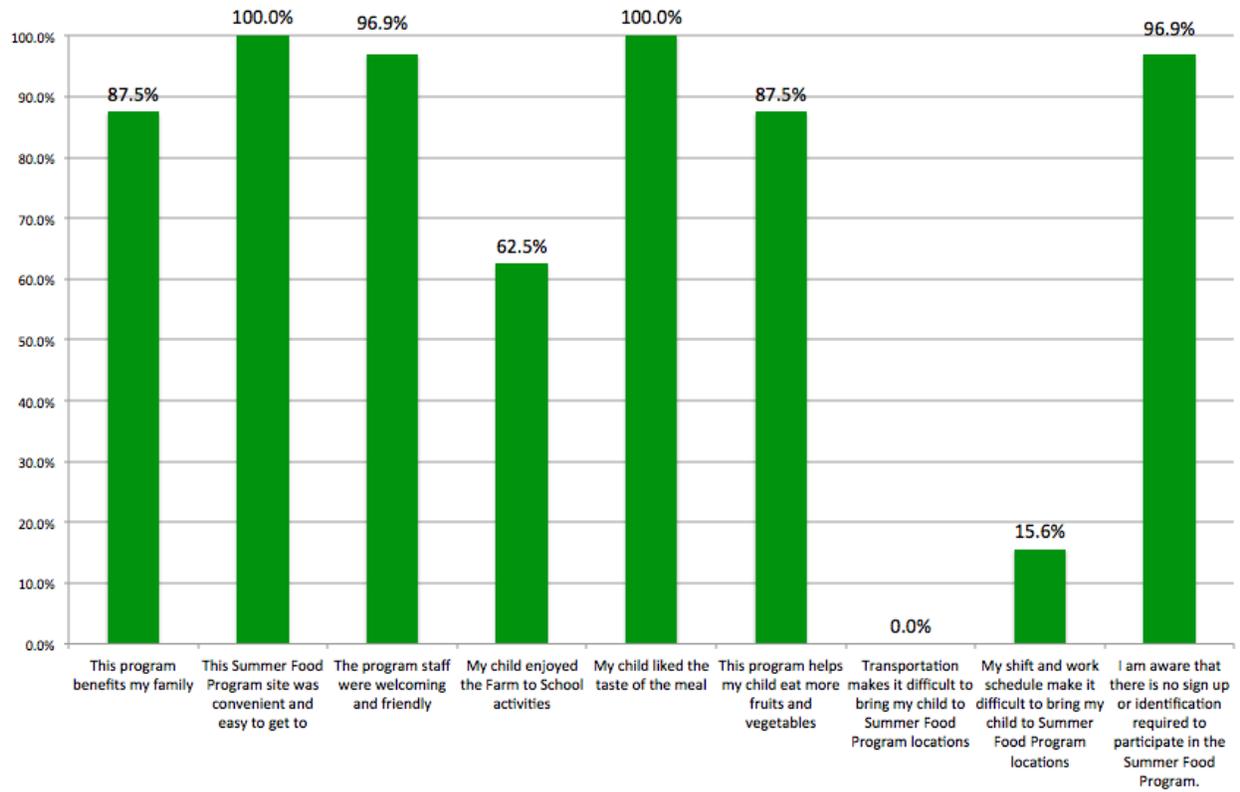
A total of 83% of adult respondents responded that the activities were good (54%) or excellent (29%). A total of 82% of adult respondents reported that children learned something in the activity. A total of 82% of adult respondents reported that children found the activities fun. A total of 69% of children reported that they enjoyed the activities.

From adults, we received important feedback about the educational activities offered with the SFSP programming. One parent said, “The activities are important, vegetable quizzes are educational, kids now know more about plants.” Another said, “They enjoyed the worm activity, good for kids to know where food comes from.” One mother also said, “Activities are great, two older kids participate, food chain activity was good, important to know where things come from, distribution with farmers, surprised the kids, perhaps.”

Adults in the focus groups at the two sites we studied recognized the importance of engaging students with educational activities in the summer. One said, “There is a lot of down time in summer. It is good to keep up education in summer through something else when not in school.” However, some adult respondents thought that the educational activities didn’t always match the age group of their children. One mother voiced that her “4-year-old was too young for most activities.” Recognizing the limited offerings for some younger children, some adults in the focus groups suggested alternatives. For instance, one mother thought that perhaps the children could “Practice throwing trash away, or singing pre-school songs.” Another parent suggested activities for younger children that involve “arts and crafts” and “drawing and coloring.”

#### ***Benefits of the program***

Percentage of adult respondents who responded *somewhat* or *a lot* (Adult pre-survey data collected from both sites).



**Appendix C: Communications**

**General Yard Sign, English version**



**Bus Card Interior**



**Neighborhood Poster** (East side example, tear-off sticky notes were attached, English and Spanish)

# FREE MEALS FOR KIDS!

June 19-August 11 • 50+ sites • [mmsd.org/food](http://mmsd.org/food)

No identification needed. Text "food" / "comida" to 877-877 for meal times.

## EAST SIDE LOCATIONS

East High School  
Elvehjem Elementary  
Emerson Elementary  
Glendale Elementary  
Hawthorne Elementary

LaFollette High School  
Lapham Elementary  
Lowell Elementary - Safe Haven  
Nuestro Mundo Elementary  
Salvation Army - Darbo

Sennett Middle School  
East YMCA (Friday nights)  
Monona Golf Course (Mon + Fri)  
Yahara Golf Course (Weds)



Park Poster (Southdale example)

# FREE LUNCH AT SOUTHDALE PARK!



**FREE!** Healthy summer meals for all kids 18 & under.

No need to sign up or apply—just show up and enjoy!



June 19 - August 11  
Monday - Friday  
11 a.m. - 11:45 a.m.

Activities by REAP Farm to School  
Adults with children eat free too

For site info:

Visit [mmsd.org/food](http://mmsd.org/food)

Text "FOOD" to  
877-877.

## More Information:

The MMSD Summer Food Program provides **FREE FOOD**

- Served at schools, community centers, parks, and more
- 50+ locations across Madison area
- Breakfast, lunch, dinner, and snacks
- Local, fresh vegetables provided by REAP Food Group and MMSD Farm to School Project



MADISON METROPOLITAN SCHOOL DISTRICT  
FARM TO SCHOOL  
PROJECT  
Great Food, Great Schools

**No identification required.**  
Drop-in and eat a healthy meal.

**Truck Side Sign**

The graphic features a stylized sun with rays in shades of orange and teal. Inside the sun's circle are icons of a fork, a spoon, and a knife. To the right of the sun, the text "FREE MEALS FOR KIDS!" is written in a playful, rounded font, with "FREE" in orange and "MEALS FOR KIDS!" in teal. Below this, the Spanish equivalent "¡COMIDA GRATIS PARA NIÑOS!" is written in the same font and color scheme. Underneath the Spanish text, the dates "June 19 - August 11" are displayed in a smaller, teal font. At the bottom of the sign, a solid orange banner contains the text "TEXT 'FOOD'/'COMIDA' TO 877-877 • MMSD.ORG/FOOD" in white, uppercase letters.

**FREE MEALS FOR KIDS!**  
**¡COMIDA GRATIS PARA NIÑOS!**  
June 19 - August 11  
TEXT "FOOD"/"COMIDA" TO 877-877 • MMSD.ORG/FOOD

**Appendix D: Evaluation Design**

*Needs Assessment Survey*



By filling out this survey, you will be helping to improve the Madison Metropolitan School District (MMSD) Summer Food Program.

**1) Indicate how strongly you agree or disagree with the following statements:**

	Not at all	A little	Somewhat	A lot
How familiar are you with the MMSD Summer Food Program for children 18 and under?				
I receive information about the Summer Food Program in time to plan for the summer.				
I know who to contact for more information about the Summer Food Program.				
I know where there is a Summer Food Program location in my neighborhood.				
I am interested in a free lunch program for my children in the summer.				
I am interested in a free breakfast program for my children in the summer.				
I am interested in a free dinner program for my children in the summer.				
My shift and work schedule permit me to get my children to a Summer Food Program location.				
I have a caregiver who watches my children in the summer who would take them to a Summer Food Program location.				
My child attends summer school, or a community program / camp and receives meals there.				
I am aware that there is no sign up or identification required to participate in the Summer Food Program.				

**2) Is there a Summer Food Program location that is easy to get to in your neighborhood?**

Yes                                      No                                      I don't know

**3) How many times did your child attend the Summer Food Program in Summer 2016?**

Zero times                      1 – 5 times                      5 – 10 times                      More than 10 times

**4) On days your child did not attend the Summer Food Program, select the reasons why:**

- I did not know about the program quality
- Child's friends did not attend
- Child not interested / refused to go reputation
- Activities boring
- Meals were not of high quality
- Inadequate supervision
- Didn't have a good reputation
- Child attended another program

- Was not open all day
- Was not convenient and easy to get to
- Child was staying somewhere else during the day/for the summer
- Other:\_\_\_\_\_
- No transportation
- Location unsafe

**5) What type of location are you most likely to bring your child to eat free summer meals? (select one)**

- A school
- A park
- A community center or library
- A church
- Other:\_\_\_\_\_

**6) How do you want to hear about the MMSD Summer Food Program? (select all that apply)**

- Posters or flyers in my neighborhood
- Yard signs in my neighborhood
- MMSD newsletters
- MMSD website
- Social media (Facebook, Twitter)
- City of Madison website
- 2-1-1 (United Way)
- Other:\_\_\_\_\_

**7) What is your zip code?\_\_\_\_\_**



5) ¿A qué tipo de lugar está más inclinado/a a llevar a su hijo/a para comer platos gratuitos en el verano? (seleccione uno)

- Una escuela
- Un parque
- Un centro comunitario o una biblioteca
- Una iglesia
- Otro: \_\_\_\_\_

6) ¿Cómo quiere recibir información sobre el MMSD Summer Food Program? (seleccione todos los que se apliquen)

- Carteles o folletos en mi barrio
- Letreros de jardín en mi barrio
- Boletines de MMSD
- Página web de MMSD
- Redes sociales (Facebook, Twitter)
- Página web de la Ciudad de Madison
- 2-1-1 (United Way)
- Otro: \_\_\_\_\_

7) ¿Cuál es su código postal? \_\_\_\_\_



*Child Pre-Survey Instrument*



1. How old are you? \_\_\_\_\_
2. What school will you attend in September? \_\_\_\_\_
3. During the school year, do you usually eat school lunch or bring lunch from home?
  4. Eat school lunch
  5. Bring lunch from home
6. 

I like to eat vegetables: <input type="checkbox"/> A lot <input type="checkbox"/> Somewhat <input type="checkbox"/> Just a little	I like to eat fruit: <input type="checkbox"/> A lot <input type="checkbox"/> Somewhat <input type="checkbox"/> Just a little <input type="checkbox"/> Not at all
--	--
7. Free meals will be served here all summer for you and your family. Do you want to come back for another meal?  
YES                      NO                      MAYBE  
Why or Why  
Not? \_\_\_\_\_
8. Did you come with a parent or other adult today?  
YES                      NO
9. How did you get here?  
WALK              BIKE              BUS              CAR              OTHER
10. Did you enjoy the activities that were provided?  
YES                      NO                      MAYBE
11. Did you like eating outside?  
YES                      NO                      MAYBE
12. There will be different activities every day – do you want to come back for more activities?  
YES                      NO                      MAYBE
13. For the vegetables below, can you circle which part of the plant they are?  
A carrot is a: \_\_\_\_\_ STEM              ROOT              LEAF  
A tomato is a : \_\_\_\_\_ ROOT              FLOWER              FRUIT  
Celery is a: \_\_\_\_\_ FRUIT              STEM              SEED

SITE:  
DATE:

For survey administrator:  
Race / ethnicity of respondent is:

- Black or African-American
- Hispanic, Latino or Mexican-American
- White, Caucasian or Anglo
- Asian or Asian-American
- American Indian or Alaskan Native
- Native Hawaiian or Other Pacific Islander
- Unsure

*Child Post-Survey Instrument*



1. How old are you? \_\_\_\_\_

2) What school will you attend in September? \_\_\_\_\_

3) During the school year, do you usually eat school lunch or bring lunch from home?

- Eat school lunch
- Bring lunch from home

4)

I like to eat  
vegetables:

- A lot
- Somewhat
- Just a little

I like to eat fruit:

- A lot
- Somewhat
- Just a little
- Not at all

5) Did you enjoy the activities this summer?                      YES                      NO  
MAYBE

Which activities were your  
favorite? \_\_\_\_\_

6) Did you try any new fruits or vegetables this summer?                      YES                      NO

If yes, which  
ones: \_\_\_\_\_

7) For the vegetables below, can you circle which part of the plant they are?

A carrot is a: \_\_\_\_\_ STEM                      ROOT                      LEAF  
A tomato is a: \_\_\_\_\_ ROOT                      FLOWER                      FRUIT  
Celery is a: \_\_\_\_\_ FRUIT                      STEM                      SEED

8) What is your favorite vegetable and  
why? \_\_\_\_\_

9) Did you like eating outside?                      YES                      NO  
MAYBE

10) How many times do you think you came to eat lunch here this summer?  
1 time                      2 – 5 times                      5 – 10 times                      More than 10 times

11) What did you think of the food served in this program?  
VERY GOOD                      GOOD                      OK  
I DIDN'T LIKE IT

**12) Did you attend the mid-summer celebration?**

**YES**

**NO**

**If YES, what did you enjoy about  
it?**

**If NO, what do you remember hearing about it?**

SITE:

For survey administrator:

Race / ethnicity of respondent is:

- Black or African-American
- Hispanic, Latino or Mexican-American
- White, Caucasian or Anglo
- Asian or Asian-American
- American Indian or Alaskan Native
- Native Hawaiian or Other Pacific Islander
- Unsure



El apio es : \_\_\_\_\_  
semilla

Una fruta

Un tallo

Una

SITE:  
DATE:

For survey administrator:

Race / ethnicity of respondent is:

- Black or African-American
- Hispanic, Latino or Mexican-American
- White, Caucasian or Anglo
- Asian or Asian-American
- American Indian or Alaskan Native
- Native Hawaiian or Other Pacific Islander
- Unsure

*Child Post-Survey Instrument (Spanish)*



1) ¿Cuántos años tienes? \_\_\_\_\_

2) ¿A cuál escuela vas a asistir en Septiembre? \_\_\_\_\_

3) ¿Durante el año de escuela, comes el almuerzo de la escuela o traes un almuerzo desde tu casa?

- Yo como el almuerzo de la escuela.
- Yo como el almuerzo de mi casa.

4) A mí me gusta comer las verduras:

- Mucho
- A veces
- Un poquito
- Nunca

A mí me gusta comer las frutas:

- Mucho
- A veces
- Un poquito
- Nunca

5) ¿Te gustaban las actividades este verano? **Sí** **No** **Quizás**  
¿Cuáles actividades fueron tus favoritas? \_\_\_\_\_

6) ¿Probaste alguna fruta o verdura nueva este verano? **Sí** **No**  
¿Cuáles frutas y verduras?: \_\_\_\_\_

7) Con cada verdura, ¿puedes hacer un círculo alrededor de la parte correcta de la planta?

La zanahoria es: _____	Un tallo	Una raíz	Una hoja
El tomate es: _____	Una raíz	Una flor	Una fruta
El apio es : _____	Una fruta	Un tallo	Una semilla

8) ¿Cuál es tu verdura favorita y por qué? \_\_\_\_\_

9) ¿Te gustaba comer afuera en el parque? **Sí** **No** **Quizás**

10) ¿Cuántas veces has venido al este sitio para comer este verano?  
1 vez      2 – 5 veces      5 – 10 veces      Más que 10 veces

11) ¿Cómo te gustaba la comida este verano?  
Mucho      Así así      Un poquito      No me gustaba la comida

12) ¿Asististe a la celebración del pleno verano?

Sí

No

Si sí, ¿qué te gustó sobre la celebración? \_\_\_\_\_

Si no, ¿qué recuerdas al escucharla? \_\_\_\_\_

SITE:

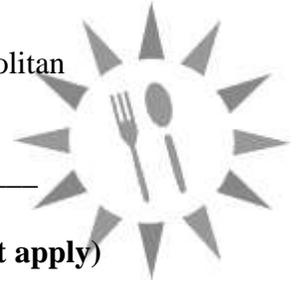
For survey administrator:

Race / ethnicity of respondent is:

- Black or African-American
- Hispanic, Latino or Mexican-American
- White, Caucasian or Anglo
- Asian or Asian-American
- American Indian or Alaskan Native
- Native Hawaiian or Other Pacific Islander

### Adult Pre-Survey Instrument

By filling out this survey, you will be helping to improve the Madison Metropolitan School District (MMSD) Summer Food Program.



1) How many children did you bring today? \_\_\_\_\_

2) How did you hear about the Summer Food Program? (check all that apply)

- Posters or flyers in my neighborhood
- Yard signs in my neighborhood
- MMSD newsletters
- MMSD website
- Social media (Facebook, Twitter, Instagram)
- 2-1-1 (United Way)
- Other: \_\_\_\_\_

3) Would you prefer to receive information about this program in any other way? \_\_\_\_\_

4) Is this the first time you have brought your child to a Summer Food Program site?

Yes                      No                      Not sure

5) Free lunch will be served here all summer for kids and adults who accompany kids.

Do you plan to bring your child back for another meal?

Yes                      No                      Maybe

6) Do you plan to bring children to any other Summer Food Program sites this year?

(There are ~50 other Summer Food Program locations in the Madison area.)

Yes                      No                      Maybe

7) Did you eat a free adult meal today?

Yes                      No

If no, why not? \_\_\_\_\_

8) Would you have brought your child if you did not receive a meal for yourself?

Yes                      No                      Maybe

9) Would other meal times be preferable to you? (circle one)

Breakfast (8-9am)                      Dinner (5-6pm)                      I prefer  
lunchtime

10) What type of location are you most likely to bring your child to eat free summer meals? (select one)

- A school
- A park
- A community center or library
- A church
- A community garden
- Other: \_\_\_\_\_

**11) Indicate how strongly you agree or disagree with the following statements:**

	Not at all	A little	Somewhat	A lot	Not sure
This program benefits my family					
This Summer Food Program site was convenient and easy to get to					
The program staff were welcoming and friendly					
My child enjoyed the Farm to School activities					
My child liked the taste of the meal					
This program helps my child eat more fruits and vegetables					
Transportation makes it difficult to bring my child to Summer Food Program locations					
My shift and work schedule make it difficult to bring my child to Summer Food Program locations					
I am aware that there is no sign up or identification required to participate in the Summer Food Program.					

**12) How many times did your child attend the Summer Food Program last year in Summer 2016?**

Zero times                      1 – 5 times                      5 – 10 times                      More than 10 times

**13) Where do you usually buy or get food? (check all that apply)**

- Farmers market
- Food pantry
- Community or home garden
- Other: \_\_\_\_\_
- Grocery Store
- Convenience Store

**14) How far away do you live?**

- Less than 1 mile away
- 1-5 miles away
- More than 5 miles away

**15) What is your zip code? \_\_\_\_\_**

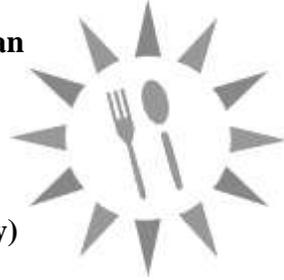
**16) Select the categories with which you identify:**

- Black or African-American
- Hispanic, Latino or Mexican-American
- White, Caucasian or Anglo
- Asian or Asian-American
- American Indian or Alaskan Native
- Native Hawaiian or Other Pacific Islander

SITE:  
DATE:

*Adult Post Survey Instrument*

By filling out this survey, you will be helping to improve the Madison Metropolitan School District (MMSD) Summer Food Program.



- 1) How many children did you bring today? \_\_\_\_\_
- 2) How did you hear about the Summer Food Program? (check all that apply)
  - Posters or flyers in my neighborhood
  - Yard signs in my neighborhood
  - MMSD newsletters
  - MMSD website
  - Social media (Facebook, Twitter)
  - 2-1-1 (United Way)
  - Other: \_\_\_\_\_
- 3) How can we inform more families about this program?  
\_\_\_\_\_
- 4) From the list above, what do you feel is the most effective means of communication to advertise about the Summer Food Program? \_\_\_\_\_
- 5) Do you plan to bring your child to the Summer Food Program for free meals next year?  
Yes                                      No                                      Maybe
- 6) Did you eat a free adult meal today?  
Yes                                      No  
If no, why not? \_\_\_\_\_
- 7) Did the free adult meals make you more likely to attend the program?  
Yes                                      No                                      Maybe
- 8) How many times did your child attend the Summer Food Program *at this site*?  
Zero times                      1 – 5 times                      5 – 10 times                      More than 10 times
- 9) How many times did your child attend the Summer Food Program *at other sites* this summer?  
Zero times                      1 – 5 times                      5 – 10 times                      More than 10 times
- 10) Would other meal times be preferable to you? (circle one)

Breakfast (8-9am)

Dinner (5-6pm)

I prefer lunchtime

**11) What type of location are you most likely to bring your child to eat free summer meals? (select one)**

- A school  A church  
 A park  A community garden  
 A community center  Other: \_\_\_\_\_  
 A library

**12) Did you feel the quality of the meals this summer was:**

Poor Adequate Good Excellent

**13) Did you feel the quality of the education activities this summer were:**

Poor Adequate Good Excellent

**14) Do you think your children thought the education activities this summer were fun?**

Yes No

**15) Do you think the activities helped your child learn about fruits and vegetables?**

Yes No

**16) Did you know the lunches featured fruits and vegetables grown at local Wisconsin farms?**

Yes No

**17) Do you think your child eats more fruits and vegetables on the days they attend the Summer Food Program?**

Yes No

**18) Did the Summer Food Program benefit your family this summer?**

Yes No

**19) Did you feel welcomed by the program staff this summer?**

Yes No

**20) How far away do you live?**

- Less than 1 mile away  
 1-5 miles away  
 More than 5 miles away

**21) What is your zip code? \_\_\_\_\_**

**22) Is there anything you would like to share with us to help us improve the program for next year? \_\_\_\_\_**

**23) Select the categories with which you identify:**

- Black or African-American
- Hispanic, Latino or Mexican-American
- White, Caucasian or Anglo
- Asian or Asian-American
- American Indian or Alaskan Native
- Native Hawaiian or Other Pacific Islander

SITE:  
DATE:



**10) ¿Qué tipos de sitios preferirías traer tu niño para comer los almuerzos gratuitos del Programa? (indica un tipo)**

- Una escuela  Un jardín comunitario  
 Un parque  Otro tipo: \_\_\_\_\_  
 Un centro comunitario o una biblioteca  
 Una iglesia

**11) Indica que tanto estás de acuerdo o en desacuerdo con las siguientes declaraciones:**

	Nada	Un poquito	A veces	Mucho	No estoy seguro
El Programa beneficia a mi familia					
El sitio del Programa es conveniente y de fácil acceso					
Los empleados del programa fueron amables y nos dieron la bienvenida.					
A mi niño le gustan las actividades de “Granja a la Escuela”					
A mi niño le gusta el sabor del almuerzo					
Este programa le ayuda a mi niño a comer más frutas y verduras					
Es difícil transportar a mi niño a los sitios del programa					
Mi trabajo hace difícil traer a mi niño a los sitios del programa					
Soy consciente de que el programa no requiere un registro ni una identificación					

**12) ¿Cuántas veces asiste tu niño al Programa en el verano de 2016?**

- 0  1 – 5 veces  5 – 10 veces  Más que 10 veces

**13) ¿Dónde compras tu comida típicamente? (indican todos que aplican)**

- El mercado de granjeros  Un supermercado  
 Despensa de comida  La tienda de abarrotes  
 Un jardín comunitaria o de tu casa  
 Otro: \_\_\_\_\_

**14) ¿A qué distancia vives?**

- Menos de 1 milla  
 1-5 millas  
 Más que 5 millas

15) ¿Qué es tu código postal? \_\_\_\_\_

16) Selecciona las categorías con que te identifica:

- Afroamericano/a o de raza negra
- Hispano/a, Latino/a o mexicano-americano
- Blanco/a, caucásico/a o anglosajón/a
- Asiático/a o asiático-americano/a
- Aborigen de América del Norte o nativo de Alaska
- Nativo hawaiano/a o nativo de la Polinesia

SITE:  
DATE:



Desayuno (8-9am)

Cena (5-6pm)

Yo prefiero el almuerzo

**12) ¿Qué tipos de sitios preferirías traer a tu niño para comer los almuerzos gratuitos del Programa? (indica un tipo)**

- Una escuela  Un jardín comunitario  
 Un parque  Otro tipo: \_\_\_\_\_  
 Un centro comunitario o una biblioteca

**13) ¿Cómo fue la calidad de la comida este verano?**

Mala Adecuada Buena Excelente

**14) ¿Cómo fue la calidad de las actividades educativas este verano?**

Mala Adecuada Buena Excelente

**15) A mi niño le gustan las actividades educativas:**

Sí No

**16) Las actividades educativas le ayudan a mi niño para aprender sobre las frutas y verduras.**

Sí No

**17) ¿Sabías que los almuerzos gratuitos incluyeron las frutas y verduras cultivadas en las granjas locales de Wisconsin?**

Sí No

**18) Este programa le ayuda a mi niño a comer más frutas y verduras los días que asiste al Programa.**

Sí No

**19) El Programa beneficia a mi familia este verano.**

Sí No

**20) Los empleados del programa fueron amables y nos dieron la bienvenida este verano.**

Sí No

**21) ¿A qué distancia vives?**

- Menos de 1 milla  
 1-5 millas  
 Más que 5 millas

**22) ¿Qué es tu código postal? \_\_\_\_\_**

**23) ¿Hay algo que te gustaría compartir con nosotros para ayudarnos a mejorar el Programa de Alimentación de Verano para el año próximo?**

**24) Selecciona las categorías con que te identifica:**

- Afroamericano/a o de raza negra
- Hispano/a, Latino/a o mexicano-americano
- Blanco/a, caucásico/a o anglosajón/a
- Asiático/a o asiático-americano/a
- Aborigen de América del Norte o nativo de Alaska
- Nativo hawaiano/a o nativo de la Polinesia

SITE:  
DATE:

## *Focus Group Instrument*

### Focus Groups

We want our focus group:

- To be composed of six to ten people
- To be families of MMSD students eligible for the United States Department of Agriculture (USDA) Summer Food Service Program (SFSP)
- To be guided through a facilitated discussion on their needs related to USDA SFSP

Choosing participants to participate will be facilitated by local connectors who can help us assemble a good focus group. These connectors can often provide valuable information about who to invite, the best time and place to hold the focus group, and even insight into what questions to ask the group.

We will promote attendance with the following efforts:

- We will make personal contacts with potential participants. This will likely be done through a telephone call or through a connector.
- For those who agree to attend, we can send them a reminder that confirms their participation and communicates the details of the event. We will ask their communication preference.
- We can also make a reminder phone or text contact the day before the event.

The focus group meeting will not be longer than 90 minutes. It will ideally be conducted around a large table or with participants in a circle of chairs. Participants will be instructed that they are not to use their real names. To protect their identities, we will assign them names. For example: woman number one, woman number two, and woman number three. They will be asked to say their assigned name when speaking for transcribing purposes.

A moderator will welcome the group and asks a series of six to ten open-ended questions. An assistant moderator or recorder takes notes. The discussion will be taped for later playback. We will let participants know that they are being recorded.

The questions we ask at the focus group will be key in soliciting important information about USDA SFSP programming. We will keep the questions short, open-ended, and one-dimensional (only asking one question at a time).

Order of the questions for the focus group:

- Opening question: Tell us your name (assigned name) and how long you have been involved in the MMSD.
- Introductory question: How was it that you first learned about the program?
- Transition question: Think back to when you first heard of the program. What were your impressions?
- Key questions about SFSP: What do you think would get families who are not participating the SFSP to become involved?
- Ending question: Is there anything we should have talked about, but didn't?

Introduction:

Good evening and welcome. Thanks for taking time to join our discussion about the Summer

Food Service Program at MMSD. My name is Anthony Hernandez, and I will serve as the moderator for today's focus group discussion. Assisting me is (REAP Assistant). The purpose of today's discussion is to get information from you about the needs of your children for summer educational programming and free lunch at locations near your homes. You were invited because you have children in the MMSD that are eligible for the free/reduced lunch program.

There are no right or wrong answers to the questions I am about to ask. We expect that you will have differing points of view. Please feel free to share your point of view even if it differs from what others have said. If you want to follow up on something that someone has said, you want to agree, disagree, or give an example, feel free to do that. Don't feel like you have to respond to me all the time. Feel free to have a conversation with one another about these questions.

I am here to ask questions, listen, and make sure everyone has a chance to share. We're interested in hearing from each of you. So if you are talking a lot, I may ask you to give others a chance. And if you aren't saying much, I may call on you. We just want to make sure we hear from all of you. Feel free to get up and get more refreshments if you would like. (REAP Volunteer) and I will both be taking notes to help us remember what is said. We are also taping the session because we don't want to miss any of your comments. So that we can better understand who is speaking on the recording when we review it later back at the office, I am going to ask you to identify yourself when you speak. For instance, "Hi, this is Anthony. My answer to that question is..." Let's begin by having each person in the room tell us their name and how many children they have in the MMSD.

Methods of probing that will be used:

- Would you explain further?
- Would you give me an example of what you mean?
- Would you say more?
- Is there anything else?
- I don't understand.

### Data Analysis

Data analysis will consist of examining, categorizing, tabulating and recombining the evidence collected during the focus group to address the proposition of the study.

Three sources of information will be used in the analysis. First, the assistant moderator's and moderator's notes. The second is memory. The third source will be the digital-recording of the session. This recording can be converted to transcripts, if needed. In lieu of transcripts, however, the analysis team can listen to the recording and make notes of items they failed to record in their notes during the session.

Analysis of the data will involve three steps: indexing, management, and interpretation.

- **Indexing** – Involves reading a transcript or notes and assigning codes or "labels" to each piece of relevant information. The codes or labels will link together pieces of text which represent a common viewpoint or perspective related to one of the key questions or central purposes to our study.
- **Management** – Collecting together all of the extracts of text which have been allocated the same code or label. We can use software specifically designed for analysis of qualitative data.

- **Interpretation** – One technique is analytic induction. This technique involves development of a summary statement which is true of each extract or piece of text.

After the analysis is completed, a written report of the study can be prepared and discussed with key stakeholders. Data will be organized around the initial questions which were to be answered by the focus group study.

## *One-on-one Parent Interview*

### One-on-one Parent Interview

Order of the questions for the one-on-one interviews:

- Please tell us about your background.
- Please tell us how long you have been involved in the MMSD.
- Please tell me about how you heard about the MMSD SFSP.
- What do you think of the MMSD SFSP?
- Ending question: Is there anything you want to share with us that we haven't brought up?

Introduction:

Good afternoon and welcome. Thanks for taking time to speak to us about the Summer Food Service Program at MMSD. My name is Anthony Hernandez, and I will serve as the interviewer for today's conversation. Assisting me is (REAP Assistant).

The purpose of today's conversation is to get information from you about the needs of your children for summer educational programming and free lunch at locations near your home. You were invited because you have children in the MMSD that are eligible for the free/reduced lunch program.

Please know that you don't have to answer any questions you don't want to. You can stop the interview any time you want. Protecting your privacy is important to us. As such, we are not going to reveal your identity in any way. Please do not use your real name or the real names of any family members or staffers involved in the SFSP.

Methods of probing that will be used in the interviews:

- Would you explain further?
- Would you give me an example of what you mean?
- Would you say more?
- Is there anything else?
- I don't understand.

Data Analysis

Data analysis will consist of examining, categorizing, tabulating and recombining the evidence collected during the interview to address the proposition of the study.

Three sources of information will be used in the analysis. First, the assistant's and interviewer's notes. The second is memory. The third source will be the digital-recording of the session. This recording can be converted to transcripts, if needed. In lieu of transcripts, however, the analysis team can listen to the recording and make notes of items they failed to record in their notes during the session.

Analysis of the data will involve three steps: indexing, management, and interpretation.

- **Indexing** – Involves reading a transcript or notes and assigning codes or “labels” to each piece of relevant information. The codes or labels will link together pieces of text which represent a common viewpoint or perspective related to one of the key questions or central purposes to our study.
- **Management** – Collecting together all of the extracts of text which have been allocated the same code or label.

- **Interpretation** – One technique is analytic induction. This technique involves development of a summary statement which is true of each extract or piece of text.

Data will be organized around the initial questions which were to be answered by the interviewee.

## *One-on-one Staffer Interview*

### One-on-one Staffer Interview

Order of the questions for the one-on-one interviews:

- What kind of feedback did you get from participants and families about the quality of the food?
- What kind of feedback did you get from participants and families about the activities?
- Tell me about getting participants of the programming to play the activities
- What did you observe in the learning of these kids about fruits and vegetables?
- What did you learn from about the different types of messaging?
- What kind of feedback—if any—did you get from participants on how they learned about the program?
- Is there anything you want to share with us about this programming that we haven't asked about?

Introduction:

Good afternoon and welcome. Thanks for taking time to speak to us about the Summer Food Service Program at MMSD. My name is Anthony Hernandez, and I will serve as the interviewer for today's conversation. Assisting me is (REAP Assistant).

The purpose of today's conversation is to get information from you about your experiencing working in the USDA SFSP this past summer. You were invited because of your proximity to the SFSP programming.

Please know that you don't have to answer any questions you don't want to. You can stop the interview any time you want. Protecting your privacy is important to us. As such, we are not going to reveal your identity in any way. Please do not use your real name or the real names of any children, family members, or staffers involved in the SFSP.

Methods of probing that will be used in the interviews:

- Would you explain further?
- Would you give me an example of what you mean?
- Would you say more?
- Is there anything else?
- I don't understand.

Data Analysis

Data analysis will consist of examining, categorizing, tabulating and recombining the evidence collected during the interview to address the proposition of the study.

Three sources of information will be used in the analysis. First, the assistant's and interviewer's notes. The second is memory. The third source will be the digital-recording of the session. This recording can be converted to transcripts, if needed. In lieu of transcripts, however, the analysis team can listen to the recording and make notes of items they failed to record in their notes during the session.

Analysis of the data will involve three steps: indexing, management, and interpretation.

- **Indexing** – Involves reading a transcript or notes and assigning codes or “labels” to each piece of relevant information. The codes or labels will link together pieces of text which represent a common viewpoint or perspective related to one of the key questions or central purposes to our study.

- **Management** – Collecting together all of the extracts of text which have been allocated the same code or label.
- **Interpretation** – One technique is analytic induction. This technique involves development of a summary statement which is true of each extract or piece of text.

Data will be organized around the initial questions which were to be answered by the interviewee.

## Appendix E: Participation Data

### 2017 SUMMARY

#### PARTICIPATION DATA

<b>Totals (Adult and Child)</b>	Total lunches	99,119
	Total meals	195,391
<b>Totals (Child Only)</b>	Total lunches	98,672
	Total meals	194,728
<b>All Summer School Totals</b>	Total lunches child and adult	68,933
	Total lunches child only	68,843
	Total meals child and adult	128,439
	Total meals child only	128,323
<b>Community Site only Totals</b>	Total lunches child and adult	30,186
	Total lunches child only	29,829
	Total meals child and adult	66,952
	Total meals child only	66,405
<b>ELVER PARK</b>	Total kid lunches	617
	Total adult lunches	199
	Total lunches ALL	816
	AVG kid lunches	15.82051282
	AVG total lunches	20.92307692
<b>SOUTHDALE PARK</b>	Total kid lunches	665
	Total adult lunches	93

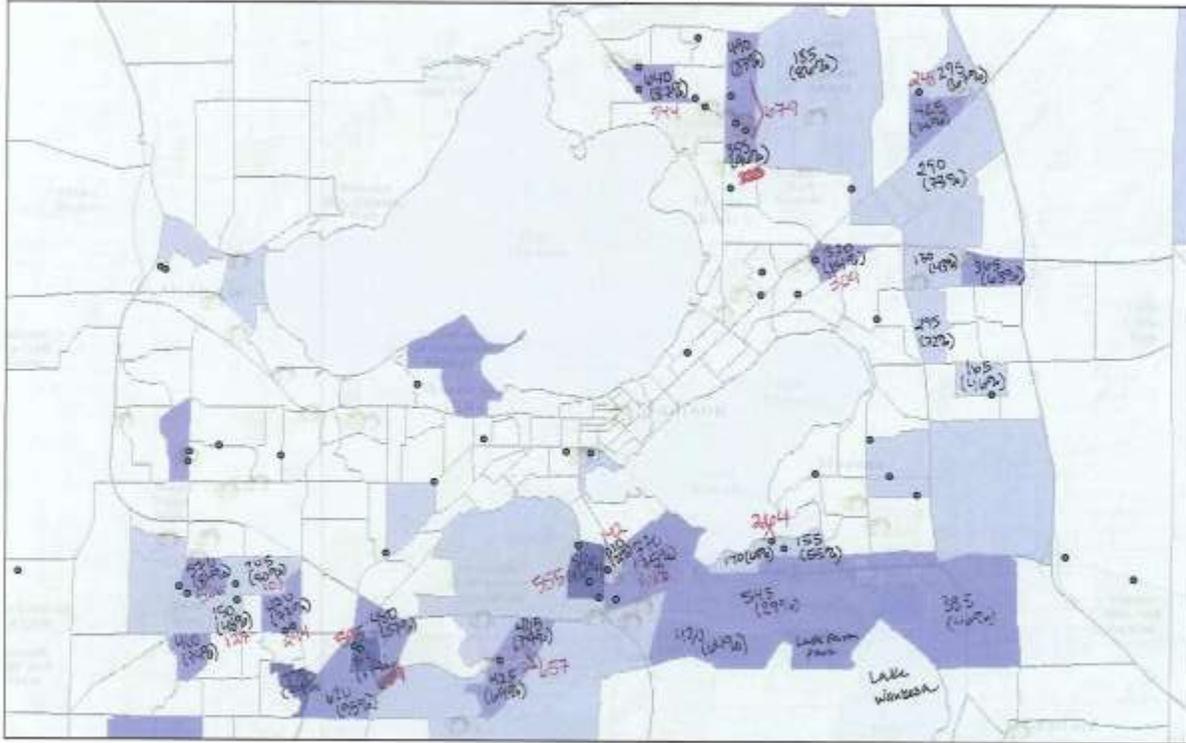


Total lunches ALL	758
AVG kid lunches	17.05128205
AVG total lunches	19.43589744

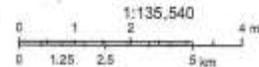
## Appendix F: Demographic Data

Difference between # of eligible children and avg daily meals in each section (add all sites in a section)

CACFP/SFSP Capacity Builder



December 14, 2016  
Number of children aged 0-18 eligible for F/RP meals (numbers are actual # of kids 0-18 eligible) FY17  
Dark purple > 670-4,930  
Light purple > 320-670  
+ Blue purple > 120-320  
green 0 to 120



Source: SHI, HERE, DeLorme, Intermap, Inverness P Corp., GEBCO, USGS, FAO, NPS, NRDAN, GEBCO, IGN, Metastat NL, DeLorme Sany.

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